

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 5, 1982

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ALL-STAR PARTY/C. BURNETT(S)	25.9	21,570
2	60 MINUTES	25.7	21,410
3	DALLAS	24.9	20,740
4	CIRCUS OF THE STARS(S)	24.3	20,240
5	THREE'S COMPANY	23.5	19,580
6	G.E. THEATER(S)	22.6	18,830
7	JEFFERSONS#	22.5	18,740
8	ONE DAY AT A TIME#	22.3	18,580
8	SIMON & SIMON#	22.3	18,580
10	M*A*S*H	22.1	18,410
11	MAGNUM, P.I.#	21.9	18,240
12	LAVERNE & SHIRLEY	21.2	17,660
13	NBC MONDAY NIGHT MOVIES	21.1	17,580
14	FALCON CREST	20.9	17,410
15	HAPPY DAYS	20.7	17,240
15	NEWHART	20.7	17,240
17	WBC HEAVYWEIGHT CHAMP(S)	20.6	17,160
18	ARCHIE BUNKER'S PLACE#	20.3	16,910
19	CBS NFL FTBL GAME-THU(S)	20.2	16,830
20	DYNASTY	19.9	16,580

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NFL FTBL GAME-NBC-THU(S)	16.8	36,720
2	ALL-STAR PARTY/C. BURNETT(S)	16.7	36,470
3	60 MINUTES	16.0	34,980
4	THREE'S COMPANY	15.8	34,510
5	DALLAS	15.7	34,150
6	HAPPY DAYS	15.5	33,890
6	LAVERNE & SHIRLEY	15.5	33,890
8	MARY POPPINS(S)	15.2	33,160
9	MAGNUM, P.I.#	15.0	32,640
10	TOO CLOSE FOR COMFORT#	14.8	32,360
11	CBS NFL FTBL GAME-THU(S)	14.7	32,130
12	ONE DAY AT A TIME#	14.7	31,990
13	JEFFERSONS#	14.6	31,930
14	CIRCUS OF THE STARS(S)	14.6	31,910
15	SIMON & SIMON#	14.0	30,560
16	WBC HEAVYWEIGHT CHAMP(S)	14.0	30,440
17	LOVE BOAT	13.9	30,280
18	NBC MONDAY NIGHT MOVIES	13.8	30,160
19	HILL STREET BLUES	13.7	29,840
20	M*A*S*H	13.3	29,120
21	FALL GUY	13.3	28,980

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ALL-STAR PARTY/C. BURNETT(S)	22.4	19,300
2	DALLAS	21.9	18,890
3	60 MINUTES	19.4	16,790
4	CIRCUS OF THE STARS(S)	19.3	16,650
5	FALCON CREST	19.0	16,400
6	G.E. THEATER(S)	18.9	16,290
7	ONE DAY AT A TIME#	18.7	16,160
8	SIMON & SIMON#	17.9	15,420
9	MAGNUM, P.I.#	17.8	15,380
10	JEFFERSONS#	17.8	15,370
11	DYNASTY	17.5	15,110
12	NBC MONDAY NIGHT MOVIES	17.4	15,060
13	THREE'S COMPANY	17.4	15,020
14	M*A*S*H	17.1	14,740
15	KNOTS LANDING#	16.5	14,240
16	9 TO 5	16.1	13,870
17	MARY POPPINS(S)	16.0	13,840
17	NEWHART	16.0	13,840
19	HALLMARK HALL OF FAME(S)	15.8	13,660
20	HART TO HART	15.3	13,180

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NFL FTBL GAME-NBC-THU(S)	24.7	19,210
2	CBS NFL FTBL GAME-THU(S)	22.6	17,600
3	WBC HEAVYWEIGHT CHAMP(S)	21.6	16,770
4	60 MINUTES	19.0	14,770
5	NFL FOOTBALL GAME 2-NBC#	18.7	14,520
6	NFL MONDAY NIGHT FOOTBALL	18.2	14,120
7	CBS NFL FTBL GM 2#	16.5	12,820
8	CBS NFL FTBL POST-THU(S)	16.3	12,710
9	HILL STREET BLUES	16.2	12,590
10	CBS NFL FTBL GM1	15.9	12,330
11	ALL-STAR PARTY/C. BURNETT(S)	15.6	12,140
12	TOO CLOSE FOR COMFORT#	15.6	12,120
13	NBC SUNDAY NIGHT MOVIE	15.6	12,110
14	CIRCUS OF THE STARS(S)	14.4	11,200
15	DALLAS	14.3	11,090
16	ARCHIE BUNKER'S PLACE#	14.2	11,050
17	THAT'S INCREDIBLE	14.1	10,990
18	ABC NFL FOOTBALL SPECIAL(S)	14.1	10,980
19	FALL GUY	14.0	10,920
20	MAGNUM, P.I.#	13.4	10,450
21	IT TAKES TWO#	13.2	10,250
22	LOVE BOAT	13.2	10,230

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 5, 1982

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	18.2	9,830
2	DYNASTY	17.9	9,680
3	THREE'S COMPANY	17.7	9,590
4	HILL STREET BLUES	17.5	9,470
5	NBC MONDAY NIGHT MOVIES	17.2	9,300
6	9 TO 5	17.1	9,260
7	HART TO HART	16.9	9,160
8	LAVERNE & SHIRLEY	16.9	9,140
9	SIMON & SIMON#	16.6	8,980
10	M*A*S*H	16.4	8,870
11	ONE DAY AT A TIME#	16.3	8,840
12	HAPPY DAYS	16.2	8,750
13	FALCON CREST	15.9	8,620
14	MARY POPPINS(S)	15.9	8,610
15	ABC SUNDAY NIGHT MOVIE	15.5	8,390
16	MAGNUM, P.I.#	15.4	8,360

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ALL-STAR PARTY/C. BURNETT(S)	35.5	9,410
2	60 MINUTES	32.2	8,530
3	CIRCUS OF THE STARS(S)	31.9	8,460
4	DALLAS	28.6	7,590
5	REAL PEOPLE	26.4	7,010
6	FALCON CREST	25.2	6,670
7	JEFFERSONS#	24.4	6,460
8	G.E. THEATER(S)	24.2	6,410
9	ARCHIE BUNKER'S PLACE#	23.7	6,270
10	ONE DAY AT A TIME#	23.5	6,240
11	HALLMARK HALL OF FAME(S)	23.1	6,130
12	FATHER MURPHY	22.9	6,060
13	LITTLE HOUSE NW BEGINNING	21.7	5,750
14	MAGNUM, P.I.#	21.4	5,670
15	GLORIA#	20.9	5,540
16	FACTS OF LIFE	20.5	5,440
17	TRAPPER JOHN, M.D.#	20.1	5,340
18	KNOTS LANDING#	19.4	5,150
19	SIMON & SIMON#	19.0	5,040

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NFL FTBL GAME-NBC-THU(S)	27.3	14,270
2	CBS NFL FTBL GAME-THU(S)	23.4	12,250
3	WBC HEAVYWEIGHT CHAMP(S)	21.6	11,260
4	HILL STREET BLUES	18.8	9,800
5	TOO CLOSE FOR COMFORT#	18.2	9,490
6	NFL FOOTBALL GAME 2-NBC#	18.0	9,410
7	CBS NFL FTBL POST-THU(S)	17.5	9,130
8	NFL MONDAY NIGHT FOOTBALL	17.4	9,110
9	NBC SUNDAY NIGHT MOVIE	16.2	8,470
10	CBS NFL FTBL GM 2#	16.0	8,370
11	CBS NFL FTBL GM1	15.2	7,960
12	IT TAKES TWO#	14.7	7,670
13	FALL GUY	14.5	7,560
14	ABC SUNDAY NIGHT MOVIE	14.4	7,500
15	60 MINUTES	14.0	7,320
16	THAT'S INCREDIBLE	13.5	7,030
17	THREE'S COMPANY	13.0	6,780
18	HAPPY DAYS	12.9	6,750
19	ABC NFL FOOTBALL SPECIAL(S)	12.9	6,730
20	LOVE BOAT	12.8	6,680

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	31.0	6,280
2	ALL-STAR PARTY/C. BURNETT(S)	30.1	6,110
3	CIRCUS OF THE STARS(S)	26.4	5,350
4	CBS NFL FTBL GAME-THU(S)	22.2	4,490
5	ARCHIE BUNKER'S PLACE#	22.1	4,470
6	DALLAS	21.0	4,250
7	HALLMARK HALL OF FAME(S)	20.8	4,210
8	NFL FTBL GAME-NBC-THU(S)	20.2	4,100
9	MAGNUM, P.I.#	19.9	4,030
10	NFL MONDAY NIGHT FOOTBALL	19.6	3,980
11	REAL PEOPLE	19.3	3,920
12	WBC HEAVYWEIGHT CHAMP(S)	19.2	3,900
13	CBS NFL FTBL GM 2#	18.9	3,840
14	ABC NFL FOOTBALL SPECIAL(S)	18.2	3,690
15	DUKES OF HAZZARD	18.0	3,650
16	NFL FOOTBALL GAME 2-NBC#	17.9	3,620
17	JEFFERSONS#	17.2	3,480
18	FATHER MURPHY	16.7	3,380
19	GLORIA#	16.4	3,330
20	CBS EVENING NEWS-RATHER	16.3	3,300
21	LITTLE HOUSE NW BEGINNING	16.2	3,290
21	T.J. HOOKER	16.2	3,290

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1982 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
									VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
EVENING CONT'D																													
ALL-STAR PARTY/C. BURNETT(S)						195		A 25.9	38	2157	1691	825	284	894	226	384	382	406	436	564	115	244	240	279	283	119	70^	114	55^
2 SUN. 8.14P 60 CBS AC						98		A 25.4	37	2116	1711	861	284	922	241	404	383	408	455	562	115	245	243	277	281	127	79^	100^	54^
8.30 - 9.00																													
ARCHIE BUNKER'S PLACE					8	199		A 20.3	30	1691	1632	739	305	777	263	362	281	294	370	653	188	351	325	323	264	98^	33^	104^	76^
1 SUN. 8.00P 30 CBS CS						99		B 19.3	30	1608	1636	745	262	802	206	354	341	342	394	624	194	311	290	271	270	88	46	122	78
BENSON					7	194	182	A 16.1	27	1341	1794	693	298	761	208	414	402	389	289	622	206	389	402	327	181	169	74^	242	170
FRI. 8.00P 30 ABC CS						99	96	B 16.0	27	1333	1729	744	282	804	244	438	408	382	308	553	188	345	332	278	171	160	73^	212	153
BRING 'EM BACK ALIVE					8	198	199	A 13.6	21	1133	1753	645	241	717	223	400	370	368	252	615	170	331	325	313	231	113	39^	308	210
TUE. 8.00P 60 CBS A						99	99	B 13.5	21	1125	1715	665	262	722	201	388	388	389	276	624	199	372	347	327	209	138	45	231	147
8.00 - 8.30								A 13.3	21	1108	1759	648	241	716	221	392	363	356	264	614	164	331	326	321	232	106^	36^	323	216
8.30 - 9.00								A 14.0	21	1166	1730	636	234	711	222	407	376	377	238	611	179	331	322	302	225	116	40^	292	202
CAGNEY & LACEY					6	194	193	A 16.6	27	1383	1363	735	313	786	260	458	423	379	272	436	136	273	259	234	135	88	58^	53^	40^
MON. 10.00P 60 CBS OP						99	99	B 16.3	27	1358	1428	716	292	768	247	450	437	379	261	533	190	334	318	264	162	72	36	55	31
10.00 - 10.30								A 16.6	26	1383	1374	720	302	774	256	448	416	368	270	427	133	264	253	226	136	110	69^	63^	46^
10.30 - 11.00								A 16.6	28	1383	1343	747	321	794	263	466	426	386	275	440	137	277	263	238	135	67^	49^	42^	36^
CBS EVENING NEWS-RATHER					50	200	201	A 13.8	24	1150	1525	713	216	780	150	299	296	340	427	589	130	249	263	285	288	65	26^	91	51^
M-F 6.30P 30 CBS N						99	99	B 13.5	24	1125	1483	701	212	755	129	275	298	349	414	577	129	241	255	273	284	60	24	91	47
CBS EVENING NEWS-DEAN					8	154		A 10.9	18	908	1579	788	175^	884	204^	335	287	312	488	567	78^	198^	210^	311	314	73^	62^	55^	22^
1 SUN. 6.30P 30 CBS N						82		B 10.3	19	858	1613	718	219	781	181	326	326	331	393	658	154	325	321	345	271	66	42	108	62
CBS SAT. NEWS-SCHIEFFER					5	144		A 10.1	19	841	1401	649	255^	726	108^	227^	318	380	389	614	186^	249^	238^	192^	296	45^	17^	16^	16^
2 SAT. 6.30P 30 CBS N						85		B 9.2	18	766	1471	676	185	744	126	281	304	374	390	600	150	258	263	277	278	58	36	69	42
CBS SAT. NIGHT MOVIE					8	200		A 15.6	26	1299	1662	757	298	844	274	495	488	439	281	653	238	379	391	322	229	102^	44^	63^	53^
1 SAT. 9.00P 120 CBS FF						99		B 15.6	27	1299	1773	700	281	755	230	452	429	398	246	687	242	439	399	366	200	175	59	156	122
9.00 - 9.30								A 14.4	23	1200	1719	762	285	868	292	495	462	428	306	638	206	366	390	344	227	102^	47^	111^	77^
9.30 - 10.00								A 14.7	24	1225	1693	763	316	855	269	498	499	453	288	670	269	404	391	304	232	111^	51^	57^	57^
10.00 - 10.30								A 16.7	29	1391	1623	747	295	818	255	482	478	438	271	665	256	385	393	315	232	85^	39^	55^	47^
10.30 - 11.00								A 16.6	30	1383	1612	763	294	836	280	504	509	435	263	638	216	359	389	327	227	108^	38^	30^	30^
CBS TUESDAY NIGHT MOVIES					7	200		A 18.1	29	1508	1570	770	294	826	264	490	463	416	275	548	211	347	339	259	144^	135^	68^	61^	51^
1 TUE. 9.00P 120 CBS FF						99		B 17.2	27	1433	1533	779	295	837	257	478	465	422	291	537	168	313	299	269	184	92	65	67	44
9.00 - 9.30								A 15.8	24	1316	1581	756	273	818	242	462	419	392	309	545	207	324	306	229	173^	120^	46^	98^	60^
9.30 - 10.00								A 18.0	28	1499	1571	778	320	833	281	501	465	401	274	547	233	359	341	231	130^	127^	68^	64^	54^
10.00 - 10.30								A 19.0	32	1583	1559	785	300	840	268	502	484	437	269	544	187	341	354	290	142^	138^	69^	37^	37^
10.30 - 11.00								A 19.6	34	1633	1570	757	279	812	262	487	479	429	254	550	217	358	354	276	132^	154	85^	54^	54^
CBS WEDNESDAY NIGHT MOVIE					2	194	191	A 15.6	24	1299	1586	752	365	844	257	501	436	447	286	527	173	316	292	276	168	108	67^	107	74^
WED. 9.00P 120 CBS FF						97	98	B 15.6	24	1299	1586	752	365	844	257	501	436	447	286	527	173	316	292	276	168	108	67	107	74
9.00 - 9.30								A 14.5	22	1208	1594	744	363	843	268	491	413	432	294	502	151	285	272	265	174	122	64^	127	78^
9.30 - 10.00								A 15.7	24	1308	1591	761	385	856	267	502	431	439	296	501	151	292	283	269	166	117	66^	117	76^
10.00 - 10.30								A 16.0	25	1333	1565	740	355	829	239	488	432	446	288	535	184	330	294	282	166	106	82^	95	71^
10.30 - 11.00								A 16.2	26	1349	1587	757	354	846	251	516	458	468	270	559	200	351	311	286	165	89^	59^	93	68^
CHEERS					10	201	204	A 11.2	18	933	2010	788	354	879	356	565	448	344	272	726	366	507	406	267	159	237	145	168	136
THU. 9.00P 30 NBC CS						97	98	B 11.8	18	983	1777	705	301	780	345	535	455	307	206	681	324	500	429	286	142	171	109	145	108
CHIPS					8	206	195	A 16.2	24	1349	2146	685	287	773	294	515	455	363	195	642	249	423	380	316	159	326	174	405	278
SUN. 8.00P 60 NBC OP						99	96	B 16.3	25	1358	2192	690	287	758	285	517	463	353	197	686	27								



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																		
WK START										PROG.		WK 1 WK 2		KEY	AVG. AUD. SHARE		AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
#	DAY	TIME	DUR	NET	TYPE	WK 1	WK 2	%	%	18- 34	18- 49	25- 54	35- 64		55+	TOTAL				18- 34	18- 49	25- 54	35- 64	55+											
EVENING CONT'D																																			
CIRCUS OF THE STARS(S)										199	A	24.3	37	2024	1577	755	231	823	177	333	346	408	417	553	127	257	257	276	263	110^	46^	91^	41^		
2 SUN. 9.14P 120 CBS GV										99																									
9.30 - 10.00											A	25.6	37	2132	1638	779	237	853	177	337	349	419	445	558	121	252	251	283	270	111^	40^	116	54^		
10.00 - 10.30											A	24.4	37	2033	1578	768	221	825	178	338	348	409	415	550	134	262	254	268	260	110^	51^	93^	45^		
10.30 - 11.00											A	23.4	38	1949	1532	732	216	791	161	317	346	400	397	556	125	260	265	282	264	112^	51^	73^	35^		
DALLAS										10	204	204	A	24.9	39	2074	1647	854	298	911	275	474	466	430	366	534	183	295	277	242	204	84	50^	118	70
FRI. 9.00P 60 CBS GD										99	99	B	24.3	40	2024	1617	829	296	893	259	437	426	407	383	520	175	277	257	228	211	74	44	130	80	
9.00 - 9.30											A	24.1	38	2008	1632	839	286	895	266	453	442	417	374	532	184	290	273	237	209	85	49^	120	71		
9.30 - 10.00											A	25.9	41	2157	1643	864	308	920	283	491	482	440	356	532	181	297	277	244	199	78	48^	113	67		
DEVILIN CONNECTION										9	187	179	A	9.4	16	783	1784	740	349	821	282	512	480	405	241	623	245	430	405	289	141^	214	104^	126^	114^
SAT. 10.00P 60 NBC GD										93	92	B	9.7	17	808	1659	747	299	824	255	486	430	420	282	554	181	332	331	292	167	157	64	124	92	
10.00 - 10.30											A	9.7	17	808	1823	751	335	835	300	519	492	392	250	619	259	423	394	264	145^	225	112^	144^	125^		
10.30 - 11.00											A	9.1	16	758	1734	723	356	799	253	494	467	423	230	622	227	433	416	315	137^	204	98^	109^	102^		
DIFF'ENT STROKES-SAT.										10	201	184	A	15.5	25	1291	2018	795	280	853	270	466	431	343	327	604	224	384	397	279	148	257	136	304	187
SAT. 8.00P 30 NBC CS										98	93	B	15.0	26	1250	1985	743	259	811	260	432	379	323	311	546	195	314	294	230	178	251	124	377	269	
DUKES OF HAZZARD										10	204	200	A	17.5	29	1458	1904	693	213	712	201	329	330	301	335	586	185	299	291	255	251	155	60^	451	255
FRI. 8.00P 60 CBS CS										99	99	B	16.9	29	1408	1871	640	218	681	185	318	322	309	308	552	177	278	264	249	234	145	62	493	269	
8.00 - 8.30											A	16.5	27	1374	1940	705	215	721	213	337	336	291	337	596	188	303	293	257	256	158	59^	465	265		
8.30 - 9.00											A	18.5	30	1541	1866	680	212	702	192	321	325	306	332	575	180	293	290	255	244	149	60^	440	244		
DYNASTY										6	202	202	A	19.9	32	1658	1626	820	345	911	386	584	483	411	263	572	250	393	348	241	141	93	57^	50^	30^

WED.	10.00P	60	ABC	GD	99	99	B 22.3	36	1858	1571	800	335	885	365	561	483	397	248	534	240	370	319	228	129	90	55	62	37	
	10.00 - 10.30						A 19.9	31	1658	1641	819	340	909	373	578	479	420	267	579	254	405	351	246	138	101	61^	52^	34^	
	10.30 - 11.00						A 19.9	32	1658	1609	822	350	914	399	589	490	405	258	565	246	381	344	235	145	84	52^	46^	27^	
FACTS OF LIFE					7	197	193	A 17.0	26	1416	1768	776	307	875	300	438	392	304	384	511	161	272	228	224	218	199	144	183	136
WED.	9.00P	30	NBC	CS	97	97	B 18.1	27	1508	1757	755	280	830	292	459	409	329	317	469	159	270	235	204	169	248	160	210	149	
FALCON CREST					9	204	203	A 20.9	35	1741	1657	894	307	942	256	494	482	465	383	475	134	247	232	235	189	106	63^	134	101
FRI.	10.00P	60	CBS	GD	99	99	B 19.9	35	1658	1522	825	272	874	224	416	413	434	379	476	141	246	225	230	193	84	52	88	66	
	10.00 - 10.30						A 21.0	34	1749	1691	901	310	950	272	513	502	465	368	481	141	256	236	237	185	112	68^	148	113	
	10.30 - 11.00						A 20.8	35	1733	1616	885	302	932	238	477	462	467	397	467	126	235	226	231	193	100	57^	117	88	
FALL GUY					6	201	201	A 18.6	28	1549	1871	645	227	705	271	473	419	362	190	705	297	488	438	307	172	173	64^	288	222
WED.	9.00P	60	ABC	A	99	99	B 19.7	30	1641	1848	652	249	704	268	465	428	358	178	677	290	473	404	313	165	198	73	269	197	
	9.00 - 9.30						A 17.6	27	1466	1902	637	227	692	259	466	411	361	190	708	295	493	441	312	170	189	67^	313	239	
	9.30 - 10.00						A 19.7	30	1641	1826	646	224	710	277	478	425	362	188	698	299	480	431	298	174	156	61^	262	206	
FAME					10	196	198	A 12.2	20	1016	2218	778	368	885	388	599	455	340	250	709	350	503	355	277	157	307	180	317	228
THU.	8.00P	60	NBC	GD	97	98	B 13.2	21	1100	1904	686	277	767	337	524	424	307	198	564	259	400	327	236	128	271	166	302	224	
	8.00 - 8.30						A 11.9	20	991	2216	789	376	893	387	596	458	346	260	716	348	504	359	284	159	297	176	310	217	
	8.30 - 9.00						A 12.4	20	1033	2228	768	362	880	393	604	447	332	245	708	354	508	354	272	156	315	185	325	242	
FAMILY TIES					9	200	193	A 15.0	23	1250	1722	779	318	878	351	486	425	300	334	518	208	322	272	210	177	180	128	146	111
WED.	9.30P	30	NBC	CS	99	97	B 15.5	24	1291	1743	771	304	844	319	486	423	324	297	518	199	319	266	209	173	230	152	151	111	
FANTASY ISLAND					7	204	199	A 16.9	29	1408	1755	739	321	799	330	542	477	360	206	639	274	463	403	275	141	209	111	108	85^
SAT.	10.00P	60	ABC	A	99	98	B 15.8	28	1316	1699	733	317	800	317	516	462	366	223	580	243	391	346	248	150	172	101	147	120	
	10.00 - 10.30						A 16.8	29	1399	1771	739	326	820	340	558	496	370	207	622	257	447	397	276	142	211	114	118	93	
	10.30 - 11.00						A 17.0	30	1416	1732	717	314	776	320	525	459	348	205	653	291	480	410	270	139	205	108	98	79^	
FATHER MURPHY					7	208	205	A 13.8	21	1150	1890	886	214	951	180	354	365	429	527	567	136	244	221	219	293	104^	40^	268	162
CONT'D																													

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1982 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
												WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN	
TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+														TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																															
JOANIE LOVES CHACHI						9	203	184	A	12.6	22	1050	2254	637	298	751	232	471	449	386	230	744	331	527	483	305	178	336	174	423	243
THU. 8.00P 30 ABC CS						98	94	B	13.9	23	1158	1918	613	213	666	240	399	376	299	209	535	219	357	326	232	140	307	175	410	280	
KNIGHT RIDER						9	196	184	A	15.1	24	1258	2240	669	283	717	298	493	475	369	148	654	278	455	450	311	132	361	162	508	409
FRI. 9.00P 60 NBC A						98	95	B	15.1	25	1258	2169	673	287	720	275	488	462	371	167	703	280	494	452	351	154	324	109	422	334	
9.00 - 9.30								A	14.6	23	1216	2297	686	274	719	294	487	483	369	154	671	288	471	460	316	133	363	164	544	429	
9.30 - 10.00								A	15.5	24	1291	2193	659	291	720	303	500	471	371	143	645	272	445	441	307	134	355	158	473	392	
KNOTS LANDING						8		192	A	18.5	31	1541	1489	857	324	923	277	525	485	476	334	414	93^	236	246	255	140^	71^	41^	81^	35^
2 THU. 10.00P 60 CBS GD							98	B	17.2	29	1433	1428	792	273	862	281	477	440	418	308	430	142	254	236	211	148	75	38	61	39	
10.00 - 10.30								A	18.3	30	1524	1504	843	311	909	269	513	480	468	333	417	90^	241	250	261	143^	84^	50^	94^	43^	
10.30 - 11.00								A	18.6	32	1549	1475	877	340	942	285	539	491	485	338	410	97^	233	241	249	137^	53^	31^	70^	28^	
LAVERNE & SHIRLEY						8	206	206	A	21.2	32	1766	1919	689	303	737	326	518	428	313	175	495	238	372	315	225	86	315	185	372	236
TUE. 8.30P 30 ABC CS						99	99	B	20.3	30	1691	1967	694	296	763	370	559	441	299	159	476	244	366	295	189	87	345	199	383	267	
LITTLE HOUSE NW BEGINNING						10	206	209	A	18.0	26	1499	1808	757	241	844	213	410	372	400	383	495	141	244	237	200	220	200	118	269	178
1 MON. 8.26P 60 NBC GD						98	99	B	17.7	27	1474	1813	835	278	905	248	439	406	397	414	483	144	247	236	214	205	152	93	273	175	
2 MON. 8.00P 60									A	18.2	27	1516	1707	765	233	836	174	392	340	401	406	535	133^	253	231	224	246	127^	98^	209	128^
8.00 - 8.30									A	17.6	25	1466	1843	753	252	853	226	422	377	397	380	499	151	252	236	195	217	204	128	287	191
8.30 - 9.00									A	19.2	27	1599	1814	758	229	836	227	410	394	401	368	439	122^	205	238	186	201	262	113^	277	194
9.00 - 9.30																															
LOVE BOAT						9	205	192	A	19.2	30	1599	1894	754	286	814	292	498	430	384	278	640	231	418	388	291	190	238	118	202	155



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1982 REPORT

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																														
NBC MONDAY NIGHT M-CONT'D																														
1	MON.	9.26P	120	NBC	FF	98	99	B	17.2	27	1433	1615	776	304	843	257	473	441	428	307	554	195	337	317	268	173	130	70	88	53
2	MON.	9.00P	120					A	23.4	32	1949	1921	771	323	849	317	570	482	420	227	731	259	497	435	373	172	172	118	169	107
		9.30 - 10.00						A	21.1	30	1758	1743	768	302	843	270	514	467	432	268	572	194	361	343	285	161	205	109	123	80
		10.00 - 10.30						A	21.9	34	1824	1671	767	312	848	305	528	463	412	254	551	204	349	322	257	164	177	92	95	56
		10.30 - 11.00						A	20.9	35	1741	1661	771	324	857	310	541	470	419	253	545	209	347	321	246	156	180	97	79	38
		11.00 - 11.30						A	17.9	33	1491	1578	836	303	922	278	485	412	442	382	380	139	195	168	135	174	226	84	50	36
NBC NEWS CAPSULE-M-F																														
1	MON.	9.24P	1	NBC	N	87	88	B	13.1	20	1091	1823	729	261	793	246	425	394	354	312	587	191	327	293	265	225	203	116	273	192
1	TU-F	8.58P	1																		587	202	341	311	263	210	181	101	262	185
2	TU-F	8.58P	1																											
NBC NEWS CAPSULE-2-M-F																														
1	MON.	10.14P	1	NBC	N	92	92	B	12.6	19	1050	1817	773	322	843	327	505	477	371	262	582	240	380	329	247	175	213	95	179	138
1	W & F	9.58P	1					B	12.7	20	1058	1746	723	297	779	290	480	451	358	236	630	249	424	379	292	169	182	81	155	115
2	TU&TH	9.58P	1																											
NBC NEWS CAPSULE-SAT																														
SAT.		8.58P	1	NBC	N	88	84	B	12.3	20	1025	2151	840	308	886	277	520	495	402	297	611	238	395	368	274	147	328	158	326	255
								B	12.5	21	1041	2020	756	251	824	268	446	390	338	307	550	198	323	293	234	178	255	134	391	292
NBC NEWS CAPSULE-2-SAT.																														
2	SAT.	9.58P	1	NBC	N	85		A	12.0	19	1000	1825	697	164	759	204	401	414	369	261	536	160	277	261	265	166	176	90	354	239
								B	10.4	17	866	1827	700	218	764	232	424	398	358	267	562	188	325	314	274	177	216	134	285	188
NBC NEWS CAPSULE-SUN																														
SUN.		8.58P	1	NBC	N	90	89	B	12.3	18	1025	2060	678	267	764	294	500	437	361	204	665	264	418	365	315	187	320	182	311	220
								B	13.4	20	1116	2056	698	279	753	272	485	428	357	222	679	251	455	395	337	181	271	134	353	257
NBC NEWS CAPSULE-2-SUN.																														
1	SUN.	9.59P	1	NBC	N	93		A	18.4	27	1533	1945	678	356	745	286	531	478	375	154	863	336	618	578	451	171	207	121	130	64
								B	16.3	24	1358	1755	734	307	785	293	522	470	394	213	684	268	466	421	339	170	183	109	103	73
NBC NEWS SPECIAL RPT(S)																														
2	SUN.	7.00P	60	NBC	N	95		A	12.1	19	1008	1713	584	238	644	192	351	367	341	228	856	214	490	491	531	298	88	23	125	85
		7.00 - 7.30						A	11.8	18	983	1647	596	241	633	180	320	336	326	254	820	208	463	469	500	295	79	20	115	83
		7.30 - 8.00						A	12.5	19	1041	1751	565	230	644	200	376	391	350	199	881	219	510	509	550	296	95	25	131	85
NBC NIGHTLY NEWS-SAT.																														
SAT.		6.30P	30	NBC	N	88	86	B	11.4	20	950	1583	761	197	806	144	290	222	328	481	684	152	328	311	342	307	13	5	80	61
								B	10.1	20	841	1559	721	214	765	148	302	263	337	416	610	133	290	281	307	276	68	35	116	81
NBC NIGHTLY NEWS-SUN.																														
2	SUN.	6.30P	30	NBC	N	82		A	8.7	15	725	1434	593	222	640	77	165	224	281	391	651	173	304	273	365	305	36	1	107	64
								B	7.7	14	641	1564	674	236	729	186	316	288	282	361	652	153	321	320	324	288	63	13	120	78
NBC NIGHTLY NEWS																														
1	TUWTF	6.30P	30	NBC	N	98	99	A	11.9	20	991	1644	724	229	776	156	326	317	377	406	654	162	312	316	306	294	93	53	121	83
2	M-F	6.30P	30					B	11.0	20	916	1552	718	221	763	155	319	309	363	395	623	146	275	275	293	303	80	38	86	57
NBC NIGHTLY NEWS-THU(B)																														
1	THU.	7.18P	12	NBC	N	42		A	3.3	7	275	2087	783	196	826	254	402	283	347	353	981	227	551	578	576	343	189	76	91	70
NBC SUNDAY NIGHT MOVIE																														
SUN.		9.00P	120	NBC	FF	99	95	B	18.2	28	1516	1759	656	279	717	274	515	445	371	153	801	333	560	472	376	188	152	66	89	54
		9.00 - 9.30						B	17.8	27	1483	1753	700	284	752	287	512	444	375	193	684	294	475	402	309	165	211	106	106	77
		9.30 - 10.00						A	16.7	24	1391	1766	661	284	716	272	509	456	373	152	780	321	546	466	371	183	157	69	113	65
		10.00 - 10.30						A	18.4	27	1533	1734	654	263	701	257	489	447	366	160	786	321	543	472	374	189	149	59	98	55
		10.30 - 11.00						A	19.1	30	1591	1761	663	286	733	292	535	440	372	152	805	337	562	472	377	190	144	62	79	51
								A	18.6	30	1549	1771	652	289	724	281	527	434	367	152	824	351	588	475	381	184	151	70	72	46



FOR EXPLANATION OF SYMBOLS, SEE PAGE A



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN 18-34			MEN 35-54			TEENS (12-17)			CHILDREN (2-11)								
														TOTAL	18-34	18-24	25-34	35-44	45-54	55+	TOTAL	18-34	18-24	25-34	35-44	45-54	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																																	
THAT'S INCREDIBLE-CONT'D																																	
2 MON. 8.00P 60																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
THREE'S COMPANY																																	
TUE. 9.00P 30 ABC CS																																	
1 THU. 9.00P 30 ABC CS																																	
TRAPPER JOHN, M.D.																																	
1 SUN. 10.00P 60 CBS GD																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
20/20																																	
1 THU. 10.00P 60 ABC DN																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
VOYAGERS																																	
1 SUN. 7.03P 57 NBC A																																	
7.00 - 7.30																																	
7.30 - 8.00																																	
VOYAGERS SPECIAL(S)																																	
2 FRI. 8.00P 60 NBC A																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
WALT DISNEY																																	
SAT. 8.00P 60 CBS FV																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
NBC HEAVYWEIGHT CHAMP(S)																																	
1 FRI. 9.00P 120 ABC SE																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
ZIGGY'S GIFT(S)																																	
2 WED. 8.00P 30 ABC EA																																	
PLATE FRINGE																																	
ABC NEWS:NIGHTLINE-MON																																	
1 MON. 12.44A 30 ABC N																																	
2 MON. 12.42A 30																																	
ABC NEWS:NIGHTLINE-T-F																																	
1 TU-TH 11.30P 30 ABC N																																	
1 FRI. 11.37P 30																																	
2 TUEF 11.30P 30																																	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)									
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.								
LATE FRINGE CONT'D																																				
ABC NEWS:NIGHTLINE-TUE(B)										189	A	4.2	16	350	1277	617	119	456	468	429	120	637	231	280	277	232	283	23	LT	LT	LT					
2 TUE. 12.00M 11 ABC N										96																										
ABC NEWS:NIGHTLINE-THU(B)										191	A	4.0	21	333	1282	639	276	384	279	237	213	615	132	250	376	376	233	LT	LT	28	19					
2 THU. 12.51A 30 ABC N										97																										
ABC WEEKEND REPORT-SAT.										10	161	160	A	6.1	13	508	1516	635	249	658	220	336	365	300	243	675	278	452	435	289	158	100	25	83	63	
SAT. 11.00P 15 ABC N										88	88	B	5.5	12	458	1343	585	220	638	190	343	335	317	234	553	223	376	324	244	137	88	60	64	52		
ABC WEEKEND REPORT-SUN.										10	166	163	A	4.6	11	383	1214	592	217	637	224	428	418	334	181	464	107	291	311	250	125	76	24	37	LT	
1 SUN. 11.33P 15 ABC N										90	90	B	4.0	10	333	1309	568	190	616	208	400	387	330	169	598	187	401	355	305	175	52	LT	43	24		
2 SUN. 11.00P 15																																				
CBS NEWS NIGHTWATCH-1										42	82	82	A	1.6	18	133	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
M-THSU 2.00A 30 CBS N										74	75	B	1.4	17	117	327	153	93	183	64	96	91	74	61	138	49	70	75	79	44	LT	LT	LT	LT		
CBS NEWS NIGHTWATCH-2										45	111	113	A	1.1	26	92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
M-THSU 2.30A 210 CBS N										89	92	B	1.0	24	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
2.30 - 3.00												A	1.4	21	117	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
3.00 - 3.30												A	1.2	23	100	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
3.30 - 4.00												A	1.0	24	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
4.00 - 4.30												A	1.0	27	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
4.30 - 5.00												A	1.0	30	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
5.00 - 5.30												A	.9	27	75	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
5.30 - 6.00												A	1.0	28	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
CBS SUNDAY NEWS-OSGOOD										10	123	123	A	6.5	14	541	1333	629	183	660	172	257	269	314	347	536	167	307	310	212	215	63	22	74	57	
1 SUN. 11.00P 15 CBS N										70	69	B	6.1	13	508	1262	635	211	662	131	239	269	309	366	551	156	301	324	266	203	28	11	21	15		
2 SUN. 11.14P 15																																				
DAVID LETTERMAN I										39	182	182	A	2.9	14	242	1157	605	255	660	342	475	314	278	152	462	218	363	297	187	83	35	LT	LT	LT	
1 MON. 12.56A 30 NBC GV										96	96	B	3.0	17	250	1101	482	182	537	244	342	260	206	165	515	298	429	330	168	65	45	LT	LT	LT		
1 TU-TH 12.30A 30																																				
2 M-TH 12.30A 30																																				
DAVID LETTERMAN II										39	183	182	A	2.3	15	192	1068	621	220	626	313	413	282	250	177	427	203	339	297	167	73	LT	LT	LT	LT	
1 MON. 1.26A 30 NBC GV										96	96	B	2.3	17	192	930	378	140	423	208	268	195	150	126	472	296	401	285	135	51	33	LT	LT	LT		
1 TU-TH 1.00A 30																																				
2 M-TH 1.00A 30																																				
DAVID LETTERMAN SPECIAL(S)										183	A	3.3	15	275	1269	560	357	491	327	232	127	564	360	444	382	150	95	58	36	LT	LT	LT	LT			
2 FRI. 12.30A 85 NBC GV										95																										
12.30 - 1.00												A	4.0	15	333	1483	663	402	603	423	351	123	570	360	450	360	173	99	121	69	LT	LT	LT			
1.00 - 1.30												A	3.5	16	292	1154	510	38	554	325	418	271	151	136	600	364	453	415	167	103	LT	LT	LT	LT		
1.30 - 2.00												A	2.2	13	183	1022	432	18	508	317	388	224	136	120	481	356	410	366	54	71	33	33	LT	LT	LT	
LAST WORD										23	178	176	A	3.1	12	258	1271	555	186	574	143	360	338	346	159	643	237	384	377	279	200	49	LT	LT	LT	
1 TUE. 12.00M 62 ABC N										92	92	B	2.8	12	233	1237	556	187	588	151	360	350	355	167	604	237	358	349	277	187	43	LT	LT	LT		
1 W & TH 12.00M 60																																				
1 FRI. 12.07A 65																																				
2 TUE. 12.11A 51																																				
2 W & F 12.00M 60																																				
12.00 - 12.30												A	3.6	12	300	1327	597	174	624	157	360	330	377	197	646	233	377	354	270	219	43	LT	LT	LT		
12.30 - 1.00												A	2.7	12	225	1253	529	199	542	137	360	342	321	133	649	249	391	396	280	191	62	LT	LT	LT		



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11										
														TOTAL	18- 34	WOMEN 18- 49			25- 54	35- 64	55+	TOTAL	18- 34	MEN 18- 49			25- 54	35- 64	55+	TOTAL	6-11					
LATE FRINGE CONT'D																																				
LATE MOVIE I														A	6.3	20	525	1341	655	302	739	266	435	377	367	236	529	202	348	332	251	144	61^	34^	12^	LT
1	MON.	11.30P	70	CBS	FF	86	86	B	5.5	19	458	1280	647	290	717	228	421	411	377	215	504	204	345	307	232	124	48	27	LT	LT						
1	TU&TH	11.30P	71																																	
1	WED.	11.30P	69																																	
1	FRI.	11.30P	74																																	
2	MON.	11.30P	71																																	
2	TUTHF	11.30P	72																																	
2	WED.	11.30P	74																																	
	11.30 - 12.00							A	6.7	18	558	1366	659	287	736	248	415	363	376	253	561	207	362	335	269	161	53^	31^	16^	LT						
	12.00 - 12.30							A	6.3	22	525	1331	649	315	741	279	451	389	357	223	512	201	341	329	235	136	71^	38^	LT	LT						
LATE MOVIE II														A	4.4	24	367	1139	509	223	593	196	372	376	346	147^	450	164	309	315	248	104^	93^	36^	LT	LT
1	MON.	12.40A	45	CBS	FF	86	86	B	3.9	24	325	1146	545	257	633	222	418	395	331	158	465	196	327	291	220	104	38	18	LT	LT						
1	TUE.	12.41A	51																																	
1	WED.	12.39A	51																																	
1	THU.	12.41A	59																																	
1	FRI.	12.44A	44																																	
2	MON.	12.41A	50																																	
2	TUE.	12.42A	51																																	
2	WED.	12.44A	40																																	
2	THU.	12.42A	50																																	
2	FRI.	12.42A	41																																	
	12.30 - 1.00							A	5.4	25	450	1187	437	216^	512	150^	311	339	331	122^	554	254^	448	383	258^106^	121^	24^	LT	LT							
1.00 - 1.30														A	4.2	25	350	1143	500	220	600	202	385	397	354	135^	446	160^	307	316	252	103^	94^	35^	LT	LT
NBC LATE NIGHT MOVIE														A	1.7	6	142	352^	168^	LT	176^	57^	92^113^	63^	63^	147^105^	133^	91^	42^	LT	LT	LT	LT			
1	SUN.	11.30P	36	NBC	FF	38	39	B	1.5	5	125	787	367	87	395	147	261	204	170	117	349	188	270	241	107	79	LT	LT	LT	LT						
2	SUN.	11.30P	78																																	
	11.30 - 12.00							A	1.6	5	133	594^	293^	LT	293^	98^	158^196^	98^	97^	248^165^	226^158^	83^	LT	53^	LT	LT	LT	LT								
	12.00 - 12.30							A	1.9	8	158	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT							
NBC NEWS OVERNIGHT-M-F														A	1.4	13	117	376^	189^103^	214^128^	137^	77^	60^	60^	162^	94^	102^102^	60^	LT	LT	LT	LT				
1	MON.	1.56A	45	NBC	N	91	91	B	1.4	14	117	395	140	63	160	79	114	94	69	69	204	114	151	138	59	43	LT	LT	LT	LT						
1	TUE.	1.30A	43																																	
1	WED.	1.30A	44																																	
1	THU.	1.30A	30																																	
1	FRI.	2.00A	45																																	
2	MON.	1.30A	44																																	
2	TUE.	1.30A	42																																	
2	WED.	1.30A	45																																	
2	THU.	1.30A	43																																	
2	FRI.	2.00A	46																																	
	1.30 - 2.00							A	1.5	12	125	392^	200^119^	208^120^	120^	80^	64^	64^	184^112^	128^136^	64^	LT	LT	LT	LT	LT	LT	LT	LT	LT						
	2.00 - 2.30							A	1.3	12	108	389^	112^	LT	269^195^	204^	46^	LT	65^	120^	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT						
SATURDAY NIGHT														A	7.5	22	625	1485	639	272	652	334	478	363	227	146^	578	309	481	378	223	62^	211	94^	44^	40^
SAT.	11.30P	80	NBC	GV		97	96	B	6.9	21	575	1519	606	280	635	332	487	378	233	120	595	328	503	423	234	57	230	114	59	37						
	11.30 - 12.00							A	8.5	22	708	1486	610	246	623	293	437	360	218	164^	641	296	507	429	273	103^	168^	63^	54^	54^						
	12.00 - 12.30							A	7.1	22	591	1492	666	287	679	346	506	388	243	139^	550	320	468	358	196^	40^	229	108^	34^	28^						
	12.30 - 1.00							A	6.4	23	533	1493	673	304	682	409	534	343	225^124^	504	319	452	317	169^	16^	276	135^	31^	31^							
SCTV NETWORK														A	2.5	12	208	1399	538^207^	586^245^	452^304^	288^134^	437^221^	394^366^	182^	43^	376^188^	LT	LT							
1	FRI.	12.30A	90	NBC	GV		97	B	2.8	15	233	1326	518	213	579	299	443	322	211	111	512	281	427	370	186	61	200	142	35	LT						
CONT'D																																				

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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
								TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. WK 1	WK 2	Y	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
LATE FRINGE CONT'D																															
SCTV NETWORK-CONT'D																															
		12.30 - 1.00						A	3.2	13	267	1431	573	135	592	199	442	352	322	150	432	229	375	329	173	57	407	277	LT	LT	
		1.00 - 1.30						A	2.2	11	183	1426	503	252	569	268	437	268	229	132	399	197	371	371	174	28	458	229	LT	LT	
		1.30 - 2.00						A	2.0	12	167	1371	546	270	611	305	497	276	306	114	515	251	473	437	222	42	245	LT	LT	LT	
TONIGHT SHOW																															
		1 MON. 11.56P	60	NBC	GV	49	208	208	A	6.4	20	533	1340	713	236	743	229	471	422	413	221	516	209	340	280	225	138	75	41	LT	LT
		1 TU-F 11.30P	60						B	6.4	22	533	1285	643	202	682	209	394	356	353	239	533	208	358	315	240	144	55	27	15	LT
		2 M-F 11.30P	60																												
		11.30 - 12.00						A	7.4	20	616	1401	762	253	780	235	494	460	431	234	537	202	348	297	249	147	75	43	9	LT	
		12.00 - 12.30						A	5.8	20	483	1286	669	209	711	222	450	390	397	207	501	221	336	263	201	133	74	37	LT	LT	
		12.30 - 1.00						A	2.6	12	217	903	446	166	446	156	280	280	290	166	364	124	212	156	88	152	93	93	LT	LT	
WEEKDAY DAYTIME																															
ABC AFTERSCHOOL SPECIAL(S)																															
		2 WED. 4.30P	60	ABC	FV	183			A	7.6	19	633	1419	719	169	756	303	536	473	453	177	230	112	149	112	61	57	215	154	218	103
		4.30 - 5.00						A	6.8	18	566	1387	699	174	729	281	520	464	448	167	193	90	115	97	50	53	248	156	217	92	
		5.00 - 5.30						A	8.3	20	691	1450	742	164	785	328	556	482	457	187	260	131	177	127	70	59	188	151	217	110	
ABC DAYTIME NEWSBRIEF-M-F																															
		1 M-TH 1.57P	2	ABC	N	49	177	177	A	8.0	26	666	1276	797	221	924	448	693	511	377	178	223	108	140	100	68	70	81	58	48	24
		1 FRI. 4.27P	2						B	8.2	28	683	1250	824	205	932	429	665	486	385	217	199	105	132	93	59	61	48	38	71	22
		2 M-F 1.57P	2																												
ABC NEWS THIS MORNING-645																															
		M-F 6.45A	15	ABC	N	49	147	148	A	1.5	15	125	624	359	216	368	136	216	144	216	144	168	LT	48	64	104	88	48	LT	40	LT
									B	1.8	17	150	774	405	186	414	146	234	211	211	160	240	59	109	124	121	100	73	LT	47	LT
AFTERNOON PLAYHOUSE-TUE(S)																															
		1 FRI. 11.00A	60	CBS	CL	173			A	8.1	26	675	1867	318	108	478	155	258	185	216	220	475	157	265	243	235	168	254	150	660	360
		11.00 - 11.30						A	7.6	26	633	1850	345	112	501	137	259	187	244	242	459	151	274	239	245	148	212	119	678	377	
		11.30 - 12.00						A	8.5	27	708	1895	296	105	458	170	254	180	192	204	491	163	262	248	229	186	291	179	655	350	
ALL MY CHILDREN																															
		1 M-TH 1.00P	60	ABC	DD	49	198	202	A	8.8	29	733	1259	812	215	938	457	710	518	385	176	228	121	146	94	56	76	56	46	37	12
		2 M-F 1.00P	60						B	9.3	33	775	1244	818	210	932	436	672	487	381	208	199	105	131	91	57	62	41	33	72	23
		1.00 - 1.30						A	8.4	28	700	1227	794	212	917	449	690	502	378	175	225	121	145	94	54	74	55	45	30	8	
		1.30 - 2.00						A	9.3	30	775	1262	809	214	937	456	712	520	383	173	226	117	145	93	60	76	58	47	41	15	
ANOTHER WORLD-THU(B)																															
		1 THU. 2.00P	60	NBC	DD	160			A	2.8	8	233	1773	757	56	757	163	319	262	323	438	743	202	395	447	296	296	153	59	120	83
		2.00 - 2.30						A	2.9	8	242	1839	699	38	699	146	295	236	314	404	885	326	517	574	307	311	140	48	115	82	
		2.30 - 3.00						A	2.7	8	225	1649	803	71	803	182	337	284	325	466	565	62	249	290	272	275	161	71	120	75	
ANOTHER WORLD																															
		1 MTUWF 2.00P	60	NBC	DD	49	202	204	A	4.9	17	408	1179	802	137	893	272	412	373	373	422	166	45	64	52	69	96	62	44	58	27
		2 M-F 2.00P	60						B	4.6	17	383	1158	831	146	901	267	404	380	385	423	178	62	91	71	64	80	32	26	47	17
		2.00 - 2.30						A	4.9	17	408	1184	800	135	900	266	417	371	378	428	164	49	68	56	66	93	61	42	59	27	
		2.30 - 3.00						A	4.9	18	408	1157	799	132	874	274	401	371	363	411	159	39	61	49	68	93	65	47	59	27	
AS THE WORLD TURNS																															
		1 M-W 1.30P	60	CBS	DD	53	201	202	A	7.9	27	658	1217	806	151	896	228	397	397	380	440	232	75	105	76	91	115	18	11	71	24
		2 M-F 1.30P	60						B	7.2	26	600	1230	864	133	946	230	422	407	422	463	208	70	98	82	81	99	24	13	52	14
		1.30 - 2.00						A	7.7	26	641	1200	767	141	861	208	359	363	354	449	255	84	116	81	99	126	18	11	66	22	
		2.00 - 2.30						A	8.2	29	683	1201	827	162	909	239	423	420	396	426	199	63	91	70	77	99	17	10	76	28	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																														
WK #		DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		AVG. AUD. SHARE %			AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)															
																							WOMEN					MEN					TOTAL FEM.		TOTAL													
																								18-34 18-49 25-54 35-64 55+					18-34 18-49 25-54 35-64 55+																			
WEEKDAY DAYTIME CONT'D																																																
CAPITOL															53		192		192		A		6.2 23		516		1145		747 154		829 205 385 401 366 380					201 76 102 80 79 83					20 12		95 27					
1 M-W															2.30P		30		CBS DD		96		96		B		5.8 22		483		1157		817 159		900 248 448 424 398 389					174 68 89 68 63 78					26 16		57 18	
2 M-F															2.30P		30																															
CBS EARLY MORNING NEWS															45		117		120		A		1.2 13		100		LT		LT LT		LT LT LT LT LT LT					LT LT LT LT LT LT					LT LT		LT LT					
M-F															6.30A		30		CBS N		86		87		B		1.2 12		100		167		69 LT		72 LT LT LT LT LT					74 LT LT LT LT 51 LT					LT LT		LT LT	
CBS LIBRARY(S)															94						A		2.1 6		175		2074		964 210		1073 336 336 286 189 701					778 247 583 527 531 131					LT LT		223 109					
1 THU.															5.00P		60		CBS CL		50																											
5.00 - 5.30																																																
5.30 - 6.00																																																
CBS MORNING NEWS 1															45		183		185		A		3.1 17		258		1229		582 116		647 93 303 276 372 329					477 59 124 162 244 302					23 LT		82 43					
M-F															7.30A		30		CBS N		99		99		B		3.0 16		250		1170		591 165		620 92 288 303 364 281					462 70 132 160 232 276					23 LT		65 23	
CBS MORNING NEWS 2															45		182		185		A		3.1 15		258		1314		740 142		771 171 288 245 334 445					412 56 151 163 185 241					LT LT		120 59					
M-F															8.30A		30		CBS N		98		99		B		3.2 16		267		1267		724 159		750 152 298 283 332 392					436 99 172 178 187 233					22 LT		59 22	
CBS NFL FTBL PRE-THU(S)															201						A		12.9 32		1075		1866		516 148		564 161 308 293 267 241					838 351 553 482 386 240					134 71		330 223					
1 THU.															12.00N		30		CBS SC		99																											
CBS NFL FTBL GAME-THU(S)															202						A		20.2 53		1683		1909		440 179		515 166 290 292 231 195					1044 471 727 630 424 265					152 60		198 150					
1 THU.															12.30P		186		CBS SE		99																											
12.30 - 1.00																																																
1.00 - 1.30																																																
1.30 - 2.00																																																
2.00 - 2.30																																																
2.30 - 3.00																																																
3.00 - 3.30																																																
CBS NFL FTBL POST-THU(S)															182						A		13.6 37		1133		1940		457 227		557 215 361 334 235 173					1121 493 805 688 489 258					109 57		153 112					
1 THU.															3.36P		24		CBS SC		91																											
CHILD'S PLAY															53		156		158		A		3.8 18		317		1196		663 110		739 262 404 337 277 294					306 114 142 164 92 119					15 LT		136 38					
1 M-W															10.30A		30		CBS QP		86		86		B		3.5 17		292		1233		679 114		744 276 409 349 280 285					281 111 141 119 80 122					51 35		157 41	
2 M-F															10.30A		30																															
DAYS OF OUR LIVES-THU(B)															158						A		3.2 8		267		1899		705 94		705 228 386 251 315 319					928 415 603 608 319 235					160 101		106 75					
1 THU.															1.00P		60		NBC DD		79																											
1.00 - 1.30																																																
1.30 - 2.00																																																
DAYS OF OUR LIVES															49		207		209		A		5.5 18		458		1314		858 177		943 299 450 404 376 441					262 105 136 116 90 120					52 39		57 19					
1 MTUWF															1.00P		60		NBC DD		99		99		B		5.2 18		433		1288		882 150		960 311 453 412 366 445					244 83 123 97 94 116					37 28		47 16	
2 M-F															1.00P		60																															
1.00 - 1.30																																																
1.30 - 2.00																																																
DIFF'RENT STROKES M-F															49		128		128		A		3.4 16		283		1534		679 152		704 276 446 367 269 230					343 213 254 212 81 78					165 91		322 107					
1 MTUWF															10.00A		30		NBC CS		81		81		B		3.1 15		258		1372		675 140		720 291 444 365 258 232					282 127 173 140 81 106					117 83		253 79	
2 M-F															10.00A		30																															
DOCTORS-THU(B)															98						A		2.5 6		208		1212		515 53		515 LT 115 164 260 351					418 164 164 66 91 188					43 43		236 111					
1 THU.															12.00N		30		NBC DD		51																											
DOCTORS															49		127		128		A		1.8 7		150		1300		968 180		1068 260 401 386 320 588					166 45 73 86 87 74					LT LT		40 LT					
CONT'D																																																

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #		DAY		START TIME		DUR		NET TYPE		PROG. TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11	
WEEKDAY DAYTIME CONT'D																																					
DOCTORS-CONT'D																																					
1		MTUWF		12.00N		30		NBC DD		67 67		B		1.6 7 133		1109 796 140		855 226 348 299 285 446		158 46 64 63 64 79		LT LT		66 LT													
2		M-F		12.00N		30																															
EARLY TODAY M-F																																					
		M-F		6.30A		25		NBC N		50 163 168		A		1.1 13 92		LT LT LT		LT LT LT		LT LT LT		LT LT LT		LT LT LT		LT LT LT		LT LT LT		LT LT LT							
										91 92		B		1.3 14 108		680 335 136		342 70 140 200 217 142		258 66 149 175 138 65		49 LT		LT LT		LT LT		LT LT		LT LT							
EDGE OF NIGHT																																					
1		M-TH		4.00P		30		ABC DD		47 147 144		A		3.5 11 292		1202 559 196		717 285 456 348 302 217		198 72 105 86 57 85		112 71		175 66													
2		M-F		4.00P		30				79 76		B		3.7 12 308		1284 749 223		863 384 575 420 358 226		190 91 107 84 45 74		92 70		139 62													
FAMILY FEUD																																					
1		M-TH		12.00N		30		ABC QP		49 170 172		A		5.4 20 450		1300 716 202		811 273 451 347 331 316		316 150 191 117 87 116		68 58		105 49													
2		M-F		12.00N		30				89 87		B		5.4 22 450		1242 702 169		789 287 442 346 330 303		289 122 165 115 89 112		64 44		100 44													
FAMOUS CLASSIC TALES-THU(S)																																					
1		THU.		4.00P		60		CBS CA		112 59		A		2.8 8 233		2485 464 185		627 333 403 360 135 204		1163 691 937 897 340 226		72 LT		623 377													
		4.00 - 4.30										A		2.9 8 242		2070 599 41		599 259 354 344 187 203		1128 574 876 830 405 252		74 LT		269 211													
		4.30 - 5.00										A		2.7 8 225		2911 315 338		653 411 452 379 76 201		1194 810 993 963 267 201		69 LT		995 553													
FAMOUS CLASSIC TALES-FRI(S)																																					
1		FRI.		10.00A		60		CBS CA		150 83		A		4.9 18 408		1718 245 79		455 151 282 213 229 130		354 197 271 170 143 52		195 59		714 365													
		10.00 - 10.30										A		3.9 14 325		1677 194 80		451 163 277 174 225 114		406 248 332 203 158 32		239 74		581 256													
		10.30 - 11.00										A		5.9 20 491		1723 276 75		451 141 283 236 229 137		315 164 231 146 129 62		163 47		794 434													
FANTASY																																					
1		MTUWF		3.00P		60		NBC QG		59 170 171		A		3.7 12 308		1224 626 136		704 221 350 318 338 283		283 110 146 137 104 104		114 65		123 66													
2		M-F		3.00P		60				86 86		B		3.4 12 283		1285 719 172		777 272 407 351 354 294		286 117 147 115 75 123		106 61		116 57													
		3.00 - 3.30										A		3.6 12 300		1190 631 123		714 223 344 320 341 294		279 103 136 130 104 113		83 40		114 51													
		3.30 - 4.00										A		3.7 12 308		1256 628 143		709 221 358 315 341 283		287 115 150 139 106 101		134 87		126 75													
GENERAL HOSPITAL																																					
1		M-TH		3.00P		60		ABC DD		48 199 203		A		8.8 28 733		1345 731 223		836 381 596 450 351 193		254 121 173 116 95 70		168 128		87 34													
1		FRI.		3.30P		60				99 99		B		9.3 32 775		1318 755 210		854 393 609 441 356 204		235 128 166 97 64 62		139 107		90 35													
2		M-F		3.00P		60																															
		3.00 - 3.30										A		8.6 30 716		1331 747 221		864 402 633 472 368 181		244 125 172 102 84 66		148 116		75 26													
		3.30 - 4.00										A		9.1 28 758		1350 722 224		822 374 582 441 346 197		256 120 171 119 98 73		182 138		90 33													
		4.00 - 4.30										A		7.5 19 625		1262 617 190		657 231 358 304 265 251		264 86 148 187 134 57		179 112		162 121													
GOOD MORNING, AMERICA-730																																					
		M-F		7.30A		30		ABC N		50 205 206		A		4.7 26 392		1253 702 181		707 190 352 331 340 307		428 125 207 241 214 163		43 LT		75 56													
										99 99		B		5.2 27 433		1147 698 169		713 156 358 363 365 304		327 81 148 161 149 148		51 15		56 36													
GOOD MORNING, AMERICA-830																																					
		M-F		8.30A		30		ABC N		50 201 203		A		5.3 25 441		1113 651 143		680 162 321 317 338 311		374 120 188 167 168 164		25 21		34 LT													
										99 99		B		5.6 27 466		1089 714 141		739 168 355 369 383 315		294 82 136 125 115 140		14 LT		42 11													
GUIDING LIGHT																																					
1		M-W		3.00P		60		CBS DD		53 201 201		A		7.4 25 616		1297 859 140		943 243 444 433 400 445		175 65 92 57 58 74		73 42		106 53													
2		M-F		3.00P		60				99 99		B		7.3 26 608		1286 871 152		953 249 477 459 454 413		175 62 94 62 67 77		72 43		86 48													
		3.00 - 3.30										A		7.2 25 600		1268 860 128		944 239 441 439 402 447		175 64 94 57 59 75		56 30		93 44													
		3.30 - 4.00										A		7.6 25 633		1314 850 144		937 242 441 425 398 441		173 65 90 54 55 75		88 52		116 61													
LOVE BOAT DAYTIME																																					
1		M-F		11.00A		60		ABC CS		50 179 185		A		4.9 19 408		1282 574 183		653 277 457 387 290 158		412 253 319 210 124 89		87 63		130 64													
2		MTUHF		11.00A		60				93 95		B		4.8 22 400		1244 595 181		690 335 489 361 291 149		315 177 233 168 93 73		79 49		160 59													
2		WED.		11.00A		30																															
CONT'D																																					



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PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
							VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
							AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
WK #	DAY	START TIME	DUR	NET TYPE	PROG. WK 1 WK 2																							
WEEKDAY DAYTIME CONT'D																												
LOVE BOAT DAYTIME-CONT'D																												
& 11.51A 9																												
		11.00 - 11.30				A	4.4	18	367	1297	574	183	651	258	435	387	297	170	417	251	315	208	131^	95^	82^	58^	147^	68^
		11.30 - 12.00				A	5.4	20	450	1291	580	184	662	298	480	394	287	146	411	256	327	217	126^	80^	100^	73^	118^	63^
MACYS THANKSGIVING PARADE(S) 206																												
		1 THU.				A	16.3	40	1358	1941	750	179	837	245	431	413	326	350	542	194	317	321	239	190	157^	84^	405	267
		9.00 - 9.30				A	10.6	33	883	2031	765	146^	839	220^	390	376	296	404	504	179^	292	291	209^	179^	167^	120^	521	339
		9.30 - 10.00				A	14.3	39	1191	1879	705	164^	797	242	406	400	275	344	500	175^	303	312	239	167^	135^	87^	447	285
		10.00 - 10.30				A	17.3	43	1441	1892	817	207	870	299	463	448	299	344	485	165^	262	280	231	184	129^	63^	408	285
		10.30 - 11.00				A	18.8	44	1566	1980	788	221	865	305	465	437	299	335	560	222	333	320	241	194	163	70^	392	259
		11.00 - 11.30				A	18.9	42	1574	2001	724	176	822	232	442	410	360	326	582	208	348	356	244	202	191	93^	406	268
		11.30 - 12.00				A	18.1	40	1508	1855	691	135^	808	157	391	384	390	361	577	204	340	332	249	202	153^	88^	317	200
NCAA FOOTBALL SPECIAL(S) 207																												
		1 FRI.				A	12.1	34	1008	1477	391	166^	432	195^	307	267	160^	101^	817	328	541	428	325	241	159^	49^	69^	48^
		12.00 - 12.30				A	8.4	26	700	1656	419	151^	419	199^	317^	269^	154^	92^	919	432	636	456	350	230^	234^	121^	84^	49^
		12.30 - 1.00				A	10.9	34	908	1626	448	159^	448	174^	309	300	200^	104^	875	383	609	436	330	247^	152^	61^	151^	133^
		1.00 - 1.30				A	13.1	37	1091	1441	394	188^	430	207^	316	281	160^	89^	831	328	556	425	322	245	114^	49^	66^	51^
		1.30 - 2.00				A	12.9	36	1075	1412	352	156^	392	194^	287	247	137^	82^	830	311	539	416	322	261	145^	41^	45^	21^
		2.00 - 2.30				A	13.4	36	1116	1494	367	158^	437	187^	308	257	167^	103^	820	312	533	429	345	254	176^	36^	61^	41^
		2.30 - 3.00				A	13.6	36	1133	1451	371	181^	438	199^	315	261	155^	94^	818	318	534	454	341	241	156^	28^	39^	23^
		3.00 - 3.30				A	12.2	32	1016	1365	401	164^	464	217^	318	276	147^	127^	675	260	426	400	280	204^	168^	31^	58^	39^
NCAA FOOTBALL PRE-CBS FRI(S) 201																												
		1 FRI.				A	6.1	16	508	1596	503	120^	525	185^	257^	236^	152^	268^	583	161^	332^	365^	320^	165^	195^	130^	293^	159^
NCAA FOOTBALL-CBS-FRI(S) 201																												
		1 FRI.				A	13.0	31	1083	1476	423	143^	437	101^	216^	244	214^	190^	759	267	455	409	338	273	151^	46^	129^	82^
		3.00 - 3.30				A	7.8	20	650	1440	553	122^	553	108^	242^	297^	290^	256^	704	240^	390	331^	317^	268^	120^	42^	63^	38^
		3.30 - 4.00				A	13.5	35	1125	1372	453	144^	453	117^	238	269	221	184^	739	227	429	399	357	281	120^	29^	60^	37^
		4.00 - 4.30				A	14.1	36	1175	1515	420	160^	420	135^	256	276	208	144^	793	273	469	423	364	294	133^	35^	169^	92^
		4.30 - 5.00				A	14.4	35	1200	1496	369	128^	376	96^	208	226	190^	150^	785	311	486	422	326	271	156^	45^	179^	104^
		5.00 - 5.30				A	14.9	34	1241	1509	346	144^	376	75^	179^	204	195	172^	795	294	487	430	340	287	192	61^	146^	105^
		5.30 - 6.00				A	15.9	34	1324	1412	354	135^	378	75^	174^	205	176^	173^	751	268	466	428	329	258	162^	43^	121^	87^
NEWSBREAK-11.57 53 176 176																												
		1 M-W				A	7.6	32	633	1280	705	104	776	203	383	345	335	349	356	137	165	153	100	168	14^	9^	134	43^
		2 M-F				B	6.7	30	558	1226	702	98	765	191	343	324	338	370	330	108	143	112	102	170	27	15	104	29
NEWSBREAK-3.57 53 188 188																												
		1 M-W				A	6.4	20	533	1220	836	144	901	206	435	418	410	420	154	55^	77^	46^	49^	69^	80^	51^	85^	58^
		2 M-F				B	6.1	20	508	1216	841	153	907	210	462	444	462	388	160	56	82	52	58	73	75	47	74	42
NFL '82 NBC-THU(S) 211																												
		1 THU.				A	6.5	18	541	2113	675	185^	773	268^	418^	363^	279^	334^	923	266^	621	579	547	257^	246^	81^	171^	154^
NFL FTBL GAME-NBC-THU(S) 213																												
		1 THU.				A	18.5	47	1541	2383	603	273	689	229	427	413	300	219	1246	614	927	782	494	267	277	86^	171	128^
		4.00 - 4.30				A	16.7	46	1391	2357	534	257	599	227	387	349	231	181	1308	599	976	839	554	273	283	99^	167^	115^
		4.30 - 5.00				A	19.4	53	1616	2329	561	243	631	202	384	361	263	210	1283	624	947	815	500	287	255	80^	160	123^
		5.00 - 5.30				A	20.2	55	1683	2357	605	295	682	231	432	424	293	210	1228	563	886	802	502	287	273	66^	174	131^
		5.30 - 6.00				A	19.7	51	1641	2238	638	296	714	242	434	430	311	228	1119	475	792	683	501	277	251	63^	154	120^
		6.00 - 6.30				A	18.6	44	1549	2468	628	245	725	239	434	427	304	246	1259	674	950	762	466	255	280	87^	204	155^
		6.30 - 7.00				A	17.3	40	1441	2516	645	262	752	246	463	442	337	242	1283	722	994	805	446	234	300	99^	181	135^

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11					
														TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+				
WEEKDAY DAYTIME CONT'D																															
ONE LIFE TO LIVE																															
1	M-TH	2.00P	60	ABC	DD	99	99	B	7.4	26	616	1247	757 232	887 422	649 488	361 184	215 104	136 83	65 72	92 74	53 21										
2	M-F	2.00P	60					B	7.9	30	658	1250	806 232	904 426	640 471	363 215	206 104	127 80	52 72	64 54	76 25										
		2.00 - 2.30						A	7.5	26	625	1216	745 222	876 420	642 477	351 185	211 96	132 82	68 75	80 69	49 19										
		2.30 - 3.00						A	7.4	27	616	1247	750 235	877 412	642 492	366 175	209 103	133 80	62 68	104 79	57 23										
PRICE IS RIGHT 1																															
1	M-W	11.00A	30	CBS	AP	97	98	A	7.1	34	591	1257	701 83	766 206	372 323	330 357	371 131	165 157	113 180	14 8	106 18										
2	M-F	11.00A	30					B	6.7	33	558	1240	710 91	766 202	347 320	321 382	341 110	146 119	108 176	33 13	100 27										
PRICE IS RIGHT 2																															
1	M-W	11.30A	30	CBS	AP	97	98	A	8.9	39	741	1274	712 107	777 190	362 314	336 381	359 130	156 140	105 184	17 12	121 29										
2	MTUThF	11.30A	30					B	8.0	37	666	1263	714 97	776 194	338 310	328 400	354 111	147 112	112 192	35 14	98 23										
2	WED.	11.46A	14																												
RASCALS AND ROBBERS(S)																															
1	FRI.	12.30P	120	CBS	FF	87		A	5.9	16	491	1776	546 118	620 224	361 291	229 256	395 146	258 243	208 102	199 144	562 275										
		12.30 - 1.00						A	5.8	18	483	1841	689 136	747 232	412 383	301 317	309 83	206 173	189 103	200 139	585 272										
		1.00 - 1.30						A	5.4	15	450	1767	516 124	596 232	375 288	213 221	380 186	242 216	159 104	212 170	579 245										
		1.30 - 2.00						A	6.3	17	525	1667	493 120	598 215	338 270	210 260	391 160	265 253	193 95	193 139	485 260										
		2.00 - 2.30						A	6.3	16	525	1771	468 90	519 213	316 229	184 203	475 156	305 310	269 101	186 124	591 313										
RYAN'S HOPE																															
1	M-TH	12.30P	30	ABC	DD	95	95	A	5.3	20	441	1259	720 224	830 372	581 454	373 197	281 110	144 127	111 114	79 68	69 27										
								B	5.7	23	475	1175	731 196	838 397	580 436	333 211	213 93	120 106	74 80	48 37	76 21										
2 M-F 12.30P 30																															
SEARCH FOR TOMORROW																															
	M-F	12.30P	30	NBC	DD	88	89	B	2.5	9	208	1298	760 135	880 222	338 313	326 456	279 106	130 106	91 130	67 52	72 21										
								B	2.6	10	217	1217	818 130	882 238	358 322	308 448	243 63	90 84	91 139	28 LT	64 LT										
TATTLETALES																															
1	M-W	4.00P	30	CBS	QG	56	58	A	2.7	8	225	1044	733 70	773 257	382 289	303 351	201 27	32 55	93 142	LT LT	66 36										
2	M-F	4.00P	30					B	2.6	9	217	1184	777 122	819 216	397 375	366 353	267 64	79 71	92 179	26 LT	72 27										
TEXAS																															
1	MTUWF	11.00A	60	NBC	DD	84	84	A	2.7	12	225	1329	880 199	992 360	542 427	431 366	192 36	40 49	89 129	34 31	111 22										
2	MTUThF	11.00A	60					B	2.6	12	217	1218	828 188	916 331	486 379	380 368	181 40	55 52	60 117	25 LT	96 LT										
2	WED.	11.00A	30																												
		& 11.48A	12																												
		11.00 - 11.30						A	2.7	12	225	1333	888 209	991 364	560 436	440 355	195 40	44 58	107 124	36 31	111 22										
		11.30 - 12.00						A	2.7	11	225	1356	893 191	1013 369	542 419	431 377	174 31	31 39	59 125	49 36	120 27										
THANKSGIVING DAY PARADE(S)																															
1	THU.	9.00A	180	CBS	AC	99		A	9.4	24	783	1792	680 293	736 190	378 371	353 306	511 167	328 298	281 150	135 85	410 218										
		9.00 - 9.30						A	6.8	21	566	1650	584 294	584 145	271 284	261 260	505 226	345 279	218 144	126 86	435 209										
		9.30 - 10.00						A	7.6	21	633	1829	706 292	739 177	360 348	317 331	430 143	263 223	226 145	187 112	473 267										
		10.00 - 10.30						A	9.9	25	825	1813	695 306	765 213	420 401	363 301	479 131	319 297	292 140	140 88	429 204										
		10.30 - 11.00						A	10.2	25	850	1788	693 296	776 240	417 402	338 311	505 156	333 290	286 149	120 72	387 191										
		11.00 - 11.30						A	11.2	26	933	1788	693 286	767 191	383 385	369 323	549 166	340 309	313 172	124 79	348 196										
		11.30 - 12.00						A	10.8	26	900	1806	668 282	723 165	376 361	410 291	558 184	349 343	309 155	119 76	406 245										
TODAY SHOW-7.30AM																															
	M-F	7.30A	30	NBC	N	98	99	A	3.9	22	325	1302	643 221	674 88	206 339	411 329	523 92	215 276	303 216	40 28	65 37										
								B	4.1	22	342	1272	656 168	686 92	214 311	377 357	486 66	181 243	268 229	43 28	57 35										
TODAY SHOW-8.30AM																															
	M-F	8.30A	30	NBC	N	99	99	A	4.5	22	375	1259	718 158	761 125	267 312	353 412	418 79	186 195	193 194	34 29	46 16										
								B	4.4	22	367	1208	730 131	763 136	267 307	338 411	394 43	131 163	186 221	21 17	30 LT										





PROGRAM NAME						I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK	#	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORY																
															TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	MEN 18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM	CHILDREN (2-11) TOTAL			
WEEKEND DAYTIME CONT'D																															
BUGS BUNNY/ROAD RU-CONT'D																															
			9.30 - 10.00						A	3.2	13	267	1446	292^116v	296^160^	210^155^	61v	75v			321^153^	203^164^	132^	97v			60v	LT	769	345^	
			10.00 - 10.30						A	4.4	17	367	1640	285^149^	334	195^	252^184^	82v	75v		357	205^	259^259^	121^	66v		72v	22v	877	423^	
BUGS BUNNY/ROAD RUNNER 2										5	172	168																			
		SAT.	10.30A	60	CBS CA	CA	84	83	A	5.6	20	466	1749	395 206^	500 343	386 226^	78^105^			390	208^	296 289	140^	66v		184^	62v	675	367^		
			10.30 - 11.00						B	5.6	21	466	1744	429 190	511 297	375 246	129 115			387	235	310 258	119	59		215	105	831	333		
			11.00 - 11.30						A	5.1	19	425	1739	393 228^	483 341	386 235^	73v 90^			372	219^	285^292	115^	59v		140^	44v	744	391		
									A	6.0	22	500	1756	400 192^	516 346	388 218^	80^121^			404	197^	302 286	161^	74^		220^	78^	616	349		
CAPTAIN KANGAROO-SAT										11	128	128																			
		SAT.	7.00A	60	CBS CL	CL	83	83	A	1.0	14	83	LT	LT LT	LT	LT LT	LT	LT LT		LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
			7.00 - 7.30						B	1.0	14	83	229	LT LT	LT	LT LT	LT	LT LT		LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
			7.30 - 8.00						A	.7	13	58	LT	LT LT	LT	LT LT	LT	LT LT		LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
									A	1.3	16	108	LT	LT LT	LT	LT LT	LT	LT LT		LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
CBS NCAA BASKETBALL-SAT										2	188	181																			
		1 SAT.	1.00P	133	CBS SE	SE	98	97	A	5.4	14	450	1464	364 87^	404 108^	201^193^	179^171^			832	463	617 435	291	158^		88^	15v	140^	120^		
		2 SAT.	4.00P	131					B	5.4	14	450	1464	364 87	404 108	201 193	179 171			832	463	617 435	291	158		88	15	140	120		
			1.00 - 1.30						A	4.6	13	383	1546	416^ 21v	450^216^	314^264^	121v136v			606^359^	432^281^	159v159v				113v	36v	377^	329^		
			1.30 - 2.00						A	4.1	12	342	1357	272^ LT	327^ 56v	173v173v	134v154v			775	481^	563^384^	162v190^			89v	26v	166v	149v		
			2.00 - 2.30						A	4.5	13	375	1405	350^155v	411^121v	196^196^	141v215^			651	387^	454^315^	136v176^			223^	31v	120v	120v		
			2.30 - 3.00						A	5.0	14	417	1365	375^161^	430^110v	218^218^	180^212^			686	386^	513^354^	203^145v			177^	24v	72v	72v		
			4.00 - 4.30						A	5.2	14	433	1330	261^ 44v	277^ 52v	99v 79v	121v146^			931	486^	693 517^	417^128v			35v	LT	87v	65v		
			4.30 - 5.00						A	5.8	15	483	1476	217^ 52v	256^ 54v	89v 91v	124v111v			1078	579	753 611	462^141^			38v	LT	104v	87v		
			5.00 - 5.30						A	5.4	13	450	1602	477^129v	521^175^	244^225^	253^179^			959	568	757 455^	338^168^			23v	LT	99v	76v		
5.30 - 6.00																															
									A	6.9	16	575	1677	457 118^	483 130^	239^220^	238^194^			1003	549	802 557	399^147^			32v	LT	159^	110^		
CBS NFL TODAY PRE										5	187	183																			
		SUN.	12.30P	30	CBS SC	SC	96	96	A	7.3	22	608	1395	332 123^	383 205	255 178^	104^108^			763	296	494 478	371 211			117^	44v	132^	106^		
									B	6.7	21	558	1425	343 86	367 156	247 191	171 102			835	362	537 503	404 193			94	23	129	104		
CBS NFL FTBL GM1										4	203	201																			
		1 SUN.	1.00P	186	CBS SE	SE	99	99	A	16.2	37	1349	1590	379 156	420 183	250 205	148 143			914	350	590 564	461 240			132	35^	124	79^		
		2 SUN.	1.00P	180					B	16.3	39	1358	1482	361 124	400 139	239 203	189 135			846	344	558 504	409 227			118	30	118	82		
			1.00 - 1.30						A	12.3	31	1025	1665	380 135	425 180	257 201	140 150			941	363	608 577	464 248			140	45^	159	89^		
			1.30 - 2.00						A	15.5	37	1291	1591	354 145	399 173	241 192	130 137			937	366	605 564	468 245			131	36^	124	79^		
			2.00 - 2.30						A	16.5	37	1374	1590	380 159	431 202	257 213	128 145			892	325	652 537	467 240			116	39^	151	89^		
			2.30 - 3.00						A	16.6	37	1383	1629	409 174	466 211	271 226	151 161			905	330	585 561	468 237			131	31^	127	71^		
			3.00 - 3.30						A	17.6	39	1466	1600	386 165	418 181	258 208	161 136			908	351	591 570	454 234			150	34^	124	76^		
			3.30 - 4.00						A	18.6	40	1549	1524	371 147	391 156	221 191	164 139			926	373	602 577	456 247			125	29^	82	73^		
CBS NFL FTBL GM 2										3	191																				
		2 SUN.	4.00P	194	CBS SE	SE	75		B	16.0	33	1333	1563	471 186	488 128	252 238	255 194			912	361	622 527	441 255			92	30	71	43		
			4.00 - 4.30						A	13.7	31	1141	1572	507 231	528 187^	334 256	245 175^			931	290	601 537	493 291			60^	15v	53v	33v		
			4.30 - 5.00						A	16.0	34	1333	1544	491 232	517 188	333 238	232 168^			933	271	599 535	520 289			42v	13v	52^	30v		
			5.00 - 5.30						A	16.6	34	1383	1524	494 208	503 151^	294 258	256 187			934	300	611 528	487 278			42v	14v	45^	24v		
			5.30 - 6.00						A	18.2	35	1516	1548	486 213	495 147^	275 240	248 190			927	283	597 533	503 283			77^	27v	49^	26v		
			6.00 - 6.30						A	17.9	33	1491	1618	502 183	521 129^	264 246	272 225			920	351	616 531	430 263			106^	20v	71^	50^		
			6.30 - 7.00						A	18.9	32	1574	1603	533 215	552 165	287 273	271 229			869	329	589 521	401 240			91^	29v	91^	64^		
CBS NFL FTBL POST										1	163																				
		1 SUN.	4.08P	22	CBS SC	SC	79		A	8.7	18	725	1516	350 184^	405 135^	232^222^	225^118^			861	323^	573 536	491 193^			128^	26v	122^	89^		
									B	8.7	18	725	1516	350 184	405 135	232 222	225 118			861	323	573 536	491 193			128	26	122	89		
'82 COLLEGE ALL-AMER FTBL(S)										123																					
		2 SUN.	5.00P	30	ABC SC	SC	69		A	2.3	5	192	2052	912^260v	912^327^	563^413^	381^349^			603^139v	369^345^	376^187v			LT	LT	537^	229v			



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1982 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKEND DAYTIME CONT'D																															
FACE THE NATION						10	133	123	A	3.7	12	308	1153	407	160	504	101	146	111	179	338	572	185	211	231	224	299	19	19	58	39
SUN. 11.30A 30 CBS CC						88	86	B	3.3	11	275	1183	475	124	510	90	169	175	180	310	548	173	258	250	231	255	52	23	73	53	
FAMOUS CLASSIC TALES-SUN(S)						121			A	5.3	10	441	1571	456	68	480	130	226	261	225	183	475	247	307	255	212	107	188	48	428	358
1 SUN. 5.00P 60 CBS CA						70			A	4.6	9	383	1540	383	52	409	81	194	228	200	181	431	252	304	214	179	87	228	44	472	378
5.00 - 5.30									A	6.0	11	500	1574	502	76	526	169	249	280	236	181	502	239	302	280	235	123	156	49	390	341
5.30 - 6.00																															
FLASH GORDON						12	146	125	A	4.9	15	408	1730	491	209	587	364	493	252	159	94	303	198	262	180	105	21	176	104	664	373
SAT. 12.30P 30 NBC CA						81	67	B	4.1	14	342	1789	368	130	419	233	322	193	134	90	315	172	265	193	116	43	274	122	781	520	
FLINTSTONE FUNNIES						12	195	193	A	3.3	27	275	1349	142	66	156	135	135	105	LT	21	149	33	33	95	116	54	29	29	1015	687
SAT. 8.00A 30 NBC CA						96	96	B	3.4	26	283	1558	210	72	236	142	164	98	86	44	176	69	100	116	99	36	185	78	961	606	
GARY COLEMAN SHOW						12	202	196	A	7.7	28	641	1387	205	77	214	114	163	99	49	51	133	78	96	79	50	15	244	143	796	446
SAT. 10.30A 30 NBC CA						95	93	B	7.2	28	600	1650	208	89	229	125	172	111	78	49	164	93	127	94	63	23	304	154	953	577	
GILLIGAN'S PLANET						6	184	184	A	3.0	14	250	1552	256	76	256	100	196	136	108	48	328	168	208	152	119	89	168	36	800	493
SAT. 9.00A 30 CBS CA						95	96	B	2.8	13	233	1597	284	102	287	123	220	192	127	49	366	154	248	169	175	101	237	79	707	463	
HULK/SPIDERMAN 1						12	194	193	A	6.9	25	575	1447	207	77	217	116	168	109	52	49	117	71	76	69	35	23	281	109	832	476
SAT. 11.00A 30 NBC CA						95	94	B	6.2	24	516	1702	232	89	258	132	185	134	85	58	223	125	169	122	80	44	336	132	885	524	
HULK/SPIDERMAN 2						12	194	193	A	7.6	26	633	1627	262	130	275	148	230	158	88	45	157	103	116	59	42	26	249	101	946	540
SAT. 11.30A 30 NBC CA						95	94	B	6.5	25	541	1760	288	119	310	164	225	157	109	63	273	164	219	146	88	46	343	120	834	498	
IN THE NEWS- 8.26AM						12	170	168	A	1.5	11	125	1128	72	LT	136	104	136	72	LT	LT	144	88	144	144	56	LT	168	LT	680	504
SAT. 8.26A 3 CBS CN						81	80	B	2.2	16	183	1444	197	64	208	75	149	114	129	49	218	100	171	185	112	29	214	32	804	496	
IN THE NEWS- 8.56AM						12	179	180	A	2.7	14	225	1427	205	147	205	186	205	45	LT	LT	237	130	197	152	67	40	141	LT	844	493
SAT. 8.56A 3 CBS CN						85	91	B	3.0	16	250	1513	228	119	245	104	169	136	109	53	288	135	223	176	135	53	185	55	795	466	
IN THE NEWS- 9.26AM						12	184	184	A	2.7	12	225	1622	237	85	237	107	197	138	98	32	383	205	258	195	138	89	193	52	809	467
SAT. 9.26A 3 CBS CN						95	96	B	3.4	15	283	1495	283	119	298	139	208	164	130	65	325	172	226	157	126	81	173	75	699	393	
IN THE NEWS- 9.56AM						6	196	171	A	3.5	14	292	1503	341	106	345	198	243	172	56	91	317	150	198	171	134	95	63	LT	778	336
SAT. 9.56A 3 CBS CN						99	84	B	3.4	14	283	1554	367	144	384	185	260	219	131	86	375	227	267	210	114	84	140	47	655	307	
IN THE NEWS- 11.56AM						11	164	152	A	4.4	15	367	1586	450	175	633	382	433	250	88	189	362	126	240	208	176	111	138	51	453	226
SAT. 11.56A 3 CBS CN						87	77	B	3.7	14	308	1545	376	167	482	235	315	214	162	134	303	145	190	144	108	96	152	84	608	313	
IN THE NEWS- 12.26PM						6	139		A	5.2	15	433	1822	521	318	609	304	452	423	184	157	517	191	317	406	268	111	206	157	490	351
1 SAT. 12.26P 3 CBS CN						69		B	4.3	15	358	1742	375	199	505	279	359	246	152	128	296	129	193	175	143	85	196	96	745	322	
IN THE NEWS- 12.56PM						7	134		A	4.4	12	367	1834	414	153	605	297	402	371	151	203	404	231	264	213	125	112	237	138	588	456
1 SAT. 12.56P 3 CBS CN						72		B	4.7	16	392	1601	306	136	424	209	289	226	133	123	351	163	235	188	154	112	188	89	638	342	
IN THE NEWS- 10.56AM						12	172	168	A	5.4	20	450	1787	416	238	515	368	420	261	80	86	393	229	309	311	132	55	166	47	713	369
SAT. 10.56A 3 CBS CN						84	83	B	5.1	20	425	1607	358	149	399	220	273	173	93	110	322	198	264	199	101	44	191	84	695	372	
IN THE NEWS- 11.26AM						12	172	168	A	5.7	20	475	1806	413	171	520	331	374	209	81	139	419	210	315	293	161	77	226	87	641	366
SAT. 11.26A 3 CBS CN						84	83	B	4.7	18	392	1603	380	170	441	234	300	203	119	122	322	192	251	186	108	53	225	119	615	346	
JETSONS						12	149	129	A	5.5	18	458	1913	452	201	520	365	438	243	113	69	293	168	249	193	125	31	194	83	906	443
SAT. 12.00N 30 NBC CA						80	68	B	4.5	16	375	1728	337	145	393	235	313	180	125	66	274	155	243	180	111	29	275	135	786	449	
MEATBALL & SPAGHETTI						11	164	152	A	4.3	15	358	1553	424	184	612	382	438	253	81	163	295	106	180	193	144	88	137	39	509	236
SAT. 11.30A 30 CBS CA						87	77	B	3.6	14	300	1587	391	178	497	252	336	224	161	129	286	161	196	154	93	71	157	83	647	317	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. % (0.000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																															
MEET THE PRESS						10	122	136	A	2.4	8	200	1290	460	150	515	80	165	115	150	320	665	210	425	344	315	231	65	65	45	LT
SUN. 12.00N 30 NBC CC						77	86	B	2.8	11	233	1294	541	137	618	123	182	150	167	407	489	103	234	215	216	247	110	68	77	37	
MORK/LAVERNE/FONZ HOUR-1						11	173	187	A	4.6	17	383	1760	220	160	298	122	146	178	81	108	192	168	192	160	24	LT	267	120	1003	566
SAT. 10.00A 30 ABC CA						93	97	B	5.7	22	475	1876	204	111	250	120	165	150	96	57	184	117	149	99	50	28	388	188	1054	680	
MORK/LAVERNE/FONZ HOUR-2						11	173	187	A	5.5	19	458	1825	225	188	303	157	177	188	97	82	210	157	210	172	53	LT	340	194	972	529
SAT. 10.30A 30 ABC CA						93	97	B	6.0	23	500	1997	251	154	312	154	202	180	116	72	210	128	164	122	72	30	357	186	1118	708	
NCAA BASKETBALL						1	184	A	3.6	12	300	1457	333	93	399	186	230	150	104	135	720	347	497	384	346	113	151	107	187	131	
2 SAT. 2.00P 120 NBC SE						93		B	3.6	12	300	1457	333	93	399	186	230	150	104	135	720	347	497	384	346	113	151	107	187	131	
2.00 - 2.30								A	2.9	10	242	1355	336	58	422	156	265	190	133	133	454	210	297	252	244	87	206	91	273	199	
2.30 - 3.00								A	3.1	10	258	1368	315	82	388	240	240	116	36	112	647	307	465	317	340	97	139	139	194	151	
3.00 - 3.30								A	3.7	12	308	1412	244	75	299	140	140	120	74	114	812	405	533	350	383	124	139	139	162	124	
3.30 - 4.00								A	4.7	15	392	1571	401	138	462	198	263	166	154	171	838	404	602	520	374	126	129	66	142	76	
NCAA FOOTBALL-CBS						12	201	202	A	12.4	32	1033	1266	265	96	333	80	148	120	128	175	766	244	419	365	367	286	93	27	74	55
1 SAT. 3.39P 204 CBS SE						99	99	B	10.0	28	833	1322	347	113	375	91	174	173	173	170	747	236	416	399	363	272	101	31	99	67	
2 SAT. 12.30P 195								A	6.4	23	533	1266	357	68	396	82	168	129	124	228	689	152	371	333	381	275	112	60	69	18	
12.30 - 1.00								A	8.7	29	725	1222	237	62	281	69	130	109	88	143	706	192	375	373	365	267	119	48	116	65	
1.00 - 1.30								A	10.4	34	866	1199	174	53	241	64	109	75	68	123	751	256	424	414	349	257	102	34	105	71	
1.30 - 2.00								A	10.3	34	858	1161	212	73	271	103	139	80	72	132	708	216	374	363	347	266	130	38	52	40	
2.00 - 2.30								A	11.1	36	925	1105	211	74	274	100	121	58	81	153	697	189	376	335	350	286	59	13	75	39	
3.00 - 3.30								A	10.6	34	883	1117	206	91	246	82	95	30	86	151	716	232	397	344	330	278	62	46	93	40	
3.30 - 4.00								A	9.5	24	791	1244	293	71	368	51	150	161	150	207	753	301	438	392	301	257	58	17	65	44	
4.00 - 4.30								A	13.4	34	1116	1272	257	73	303	63	135	136	123	158	815	336	489	406	340	237	93	9	61	47	
4.30 - 5.00								A	13.9	32	1158	1225	242	86	307	38	117	119	139	178	826	304	462	392	370	274	52	LT	40	40	
5.00 - 5.30								A	14.5	31	1208	1209	244	71	295	44	117	114	132	168	810	296	442	369	370	290	48	LT	56	56	
5.30 - 6.00								A	16.3	33	1358	1239	241	98	314	50	134	123	146	167	797	233	421	367	413	299	68	LT	60	60	
6.00 - 6.30								A	17.4	33	1449	1496	347	146	437	118	214	171	177	208	848	236	444	363	429	355	122	38	89	74	
6.30 - 7.00								A	18.9	34	1574	1486	360	188	486	130	232	200	196	231	762	212	404	336	384	316	161	58	77	77	
NCAA FOOTBALL-PRE						9	209	201	A	6.6	20	550	1395	336	79	348	134	205	166	124	121	749	311	491	383	314	234	120	33	178	121
1 SAT. 12.00N 23 ABC SC						99	99	B	5.5	19	458	1393	340	90	375	157	230	184	142	115	662	241	404	390	316	195	103	48	253	164	
2 SAT. 3.30P 15																															
NCAA FOOTBALL GAME						10	209	207	A	11.5	30	958	1389	340	119	364	113	198	168	151	143	849	290	503	426	396	299	92	21	84	61
1 SAT. 12.23P 201 ABC SE						99	99	B	10.2	28	850	1378	360	123	383	117	209	198	179	138	812	262	471	443	410	273	86	27	97	63	
2 SAT. 3.45P 183																															
12.30 - 1.00								A	9.9	29	825	1310	266	76	279	82	139	148	105	114	774	269	491	427	381	249	104	23	153	116	
1.00 - 1.30								A	11.6	33	966	1405	279	96	285	104	184	175	131	76	902	351	578	480	414	281	136	30	82	71	
1.30 - 2.00								A	12.0	34	1000	1419	297	95	338	124	203	200	147	106	875	302	529	470	423	285	104	27	102	63	
2.00 - 2.30								A	12.2	35	1016	1407	285	85	295	104	160	177	115	103	885	289	524	469	436	291	119	29	108	94	
2.30 - 3.00								A	12.9	35	1075	1368	269	90	278	97	157	170	112	95	872	282	515	466	421	296	119	39	99	87	
3.00 - 3.30								A	14.8	39	1233	1328	273	105	289	95	182	178	127	98	892	329	544	474	417	274	109	26	38	29	
4.00 - 4.30								A	10.7	29	891	1251	359	91	359	112	163	124	134	167	803	263	436	386	342	337	34	6	55	21	
4.30 - 5.00								A	11.4	29	950	1315	358	115	358	125	175	121	122	154	847	289	473	379	367	347	41	11	69	32	
5.00 - 5.30								A	10.9	27	908	1472	445	172	474	131	240	165	202	206	873	300	518	398	381	328	33	8	92	55	
5.30 - 6.00								A	11.1	25	925	1438	464	176	488	112	233	177	232	225	807	230	438	350	377	334	60	9	83	57	
6.00 - 6.30								A	11.2	23	933	1510	432	203	526	136	260	173	211	244	795	274	453	370	375	299	94	17	95	72	
NCAA FOOTBALL-POST						8	209	207	A	8.8	19	733	1460	348	186	434	155	271	221	201	144	803	323	520	397	337	239	150	40	73	55
1 SAT. 3.44P 6 ABC SC						99	99	B	8.0	18	666	1424	391	148	430	150	251	215	176	165	773	282	464	412	359	256	113	36	108	78	
2 SAT. 6.48P 12																															

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1982 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																											
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	AVG. AUD. %		AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11													
WEEKEND DAYTIME CONT'D																																								
NCAA TODAY SPEC. EDITION(S)							198		A	4.0	10	333	1114	319^	LT	385^	57^	160^	165^	156^	220^	565^	273^	394^	316^	193^	150^	92^	27^	72^	51^									
1 SAT. 3.13P 26 CBS SC							99																																	
NCAA TODAY-CBS							11	199	A	4.4	17	367	1134	502^	112^	502^	119^	240^	205^	121^	262^	512^	204^	280^	243^	161^	188^	41^	41^	79^	LT									
2 SAT. 12.00N 30 CBS SC							99		B	5.0	17	417	1255	374	111	397	114	207	188	164	170	553	220	338	291	230	187	116	43	189	112									
NCAA TODAY POST-CBS							8	201	A	5.2	16	433	1335	326^	121^	395^	152^	182^	71^	118^	213^	767	386^	524^	369^	293^	185^	83^	83^	90^	30^									
2 SAT. 3.45P 15 CBS SC							99		B	7.4	19	616	1402	398	125	437	116	207	187	188	200	764	253	439	409	375	262	103	33	98	67									
NEW FAT ALBERT SHOW							7	134	A	4.6	13	383	1896	457^	180^	665	295^	428^	402^	179^	237^	409^	208^	248^	209^	146^	130^	223^	143^	599^	458^									
1 SAT. 12.30P 30 CBS CA							72		B	4.6	16	383	1715	326	152	453	228	297	223	133	140	351	173	245	194	156	102	189	91	722	361									
NFL '82-NBC							4	185	A	5.2	15	433	1483	413	169^	465	174^	253^	236^	136^	166^	779	294	589	490	387	178^	108^	92^	131^	99^									
SUN. 12.30P 30 NBC SC							98	98	B	5.4	16	450	1454	413	167	437	118	216	218	190	183	736	266	516	417	394	204	135	72	146	93									
NFL FOOTBALL GAME 1-NBC							4	205	A	11.9	27	991	1564	343	110^	391	143	260	216	203	106^	923	325	601	528	466	254	171	44^	79^	51^									
1 SUN. 1.00P 193 NBC SE							88	99	B	12.7	30	1058	1515	377	137	403	111	238	214	225	138	859	309	544	500	433	245	155	43	98	65									
2 SUN. 1.00P 183																																								
1.00 - 1.30									A	9.8	25	816	1478	338	116^	404	172	253	204	173	118^	868	336	582	529	409	228	130^	34^	76^	42^									
1.30 - 2.00									A	11.3	27	941	1456	329	112^	394	173	255	195	172	116^	872	314	564	527	430	236	118^	27^	72^	40^									
2.00 - 2.30									A	12.5	29	1041	1485	329	102^	374	143	267	224	196	80^	885	306	565	509	441	251	149	42^	77^	44^									
2.30 - 3.00									A	12.4	28	1033	1667	323	109^	371	145	270	218	193	83^	958	346	640	539	475	253	245	46^	93^	63^									
3.00 - 3.30									A	12.7	28	1058	1643	367	129	417	117	259	233	254	118	932	311	602	513	494	263	196	45^	98^	70^									
3.30 - 4.00									A	12.6	27	1050	1578	330	84^	363	114^	238	191	211	107^	979	350	643	548	506	261	165	59^	71^	45^									
NFL FOOTBALL GAME 2-NBC															1	211		A	17.4	33	1449	1951	489	151^	546	211	377	339	249	125^	1001	385	648	638	485	250	258	98^	146^	117^
1 SUN. 4.00P 166 NBC SE															92			B	17.4	33	1449	1951	489	151	546	211	377	339	249	125	1001	385	648	638	485	250	258	98	146	117
4.30 - 5.00																		A	17.8	36	1483	2033	523	116^	577	226	407	349	262	130^	1028	372	652	646	520	258	290	96^	138^	109^
5.00 - 5.30																		A	18.0	35	1499	1922	470	100^	517	185	346	290	238	138^	1034	405	674	671	484	254	247	106^	124^	96^
5.30 - 6.00																		A	17.0	33	1416	1872	457	108^	492	163^	326	292	230	129^	1013	389	633	636	464	276	235	98^	132^	108^
6.00 - 6.30																		A	18.5	33	1541	1984	471	208	549	242	393	387	252	95^	1008	425	694	677	490	226	251	88^	176	144^
6.30 - 7.00																		A	18.5	31	1541	1905	501	231	562	224	384	376	254	120^	957	393	642	612	461	219	244	100^	142^	112^
NFL FTBL POST-NBC							3	196	A	8.9	20	741	1348	382	123^	448	169^	340	263^	242^	83^	738	285^	490	452	356	193^	113^	18^	49^	49^									
2 SUN. 4.05P 14 NBC SC							97		B	7.6	17	633	1383	398	175	437	145	272	249	235	114	743	252	462	453	391	204	118	9	85	85									
NFL FTBL POST 2-NBC(B)							72		A	4.9	8	408	1946	581^	254^	642	218^	415^	391^	271^	202^	823	290^	516^	487^	389^	241^	279^	119^	202^	144^									
1 SUN. 6.50P 13 NBC SC							36																																	
PAC-MAN/RASCALS/RICHIE-1							11	194	A	4.9	28	408	1738	230^	66^	299	73^	113^	108^	83^	174^	144^	90^	144^	80^	54^	LT	206^	51^	1089	566									
SAT. 8.30A 30 ABC CA							99	99	B	5.8	32	483	1810	172	70	210	73	114	103	97	83	127	56	89	69	64	31	299	118	1174	749									
PAC-MAN/RASCALS/RICHIE-2							11	195	A	6.2	29	516	1913	228^	122^	308	126^	155^	153^	73^	138^	120^	82^	105^	99^	38^	LT	219^	54^	1266	694									
SAT. 9.00A 30 ABC CA							99	99	B	7.4	34	616	1899	176	68	209	97	135	125	82	61	127	68	100	84	49	15	337	135	1226	778									
PAC-MAN/RASCALS/RICHIE-3							11	195	A	7.6	31	633	2003	266	145^	332	128^	156^	150^	84^	156^	143^	111^	137^	129^	32^	LT	251	85^	1277	733									
SAT. 9.30A 30 ABC CA							99	99	B	8.4	35	700	1896	185	77	214	101	138	122	77	62	127	76	108	87	46	13	353	154	1202	790									
PANDAMONIUM							6	179	A	2.6	15	217	1456	156^	92^	156^	143^	156^	46^	LT	LT	343^	222^	300^	217^	78^	43^	147^	LT	810	502^									
SAT. 8.30A 30 CBS CA							85	91	B	2.7	15	225	1511	157	61	162	93	138	108	69	LT	344	133	261	207	189	69	233	62	772	489									
POPEYE/OLIVE COMEDY SHOW							6	139	A	5.3	16	441	1918	560	340^	646	316^	477^	443^	200^	169^	530^	192^	336^	418^	278^	112^	223^	179^	519^	381^									
1 SAT. 12.00N 30 CBS CA							69		B	4.4	16	367	1774	385	200	502	278	360	240	154	126	289	126	190	174	136	83	219	118	764	328									
SCHOOLHOUSE ROCK-8.25AM							11	174	A	3.2	24	267	1685	232^	75^	314^	63^	135^	131^	119^	169^	101^	68^	101^	33^	33^	LT	180^	34^	1090	547									
SAT. 8.25A 4 ABC CN							93	93	B	3.7	26	308	1720	167	94	217	78	116	96	108	93	108	41	74	67	62	31	212	50	1183	712									



52 PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. NOV. 22, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)	19,080 22.9												32,820 39.4									
	ABC TV	REAGAN ADDRESS-ABC (8:00-8:24PM) (SUS)												THAT'S INCREDIBLE (8:24-9:00PM) (OP)		NFL MONDAY NIGHT FOOTBALL SAN DIEGO VS LOS ANGELES RAIDERS (9:00-12:13AM) (-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	14,830 17.8												16,080 19.3		20.2*		22.2*		20.9*		18.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	27 13.2												32 20.0		29 *		32 *		31 *		29 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	14,490 17.4												20,410 24.5		19,490 23.4		19,080 22.9					
	CBS TV	REAGAN ADDRESS-CBS (8:00-8:30PM) (SUS)												SQUARE PEGS (OP)		M*A*S*H		NEWHART		CAGNEY & LACEY			
	AVERAGE AUDIENCE (Households (000) & %)	11,580 13.9												17,080 20.5		17,160 20.6		14,910 17.9		17.6*		18.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	20 13.7												29 18.9		30 22.1		29 20.4		28 *		31 *	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	20,330 24.4												22,820 27.4									
	NBC TV	REAGAN ADDRESS-NBC (8:00-8:26PM) (SUS)												LITTLE HOUSE NW BEGINNING (8:26-9:26PM) (OP)(-OP)		NBC MONDAY NIGHT MOVIES A DAY FOR THANKS ON WALTONS MOUNTAIN (9:26-11:26PM) (OP)(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	13,990 16.8												15,160 18.2		18.1*		19.3*		17.9*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	24 14.2												29 19.3		26 *		30 *		30 *			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	19,080 22.9												31,490 37.8									
	ABC TV	THAT'S INCREDIBLE (OP)												NFL MONDAY NIGHT FOOTBALL MIAMI VS TAMPA BAY (9:00-12:12AM) (-OP)									
	AVERAGE AUDIENCE (Households (000) & %)	14,240 17.1												15,410 18.5		17.7*		19.8*		19.6*		18.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	25 16.3												30 17.6		25 *		28 *		29 *			
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	15,490 18.6												15,240 18.3		22,160 26.6		19,080 22.9		16,740 20.1			
	CBS TV	SQUARE PEGS												PRIVATE BENJAMIN (OP)		M*A*S*H		NEWHART		CAGNEY & LACEY			
	AVERAGE AUDIENCE (Households (000) & %)	13,330 16.0												13,410 16.1		19,740 23.7		17,330 20.8		12,740 15.3		15.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	23 15.4												23 16.5		33 23.1		29 24.2		24 16.4		25 *	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	19,240 23.1												26,820 32.2									
	NBC TV	LITTLE HOUSE NW BEGINNING (OP)												NBC MONDAY NIGHT MOVIES THE EXECUTIONER'S SONG, PART 2 (SUS-OP)									
	AVERAGE AUDIENCE (Households (000) & %)	15,910 19.1												19,990 24.0		23.4*		24.0*		24.5*		23.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	27 17.8												36 23.0		32 *		34 *		38 *		40 *	

TV HOUSEHOLDS USING TV	WK. 1	62.6	64.8	64.7	65.9	66.7	67.7	68.3	69.0	69.8	69.4	68.9	67.6	64.9	62.6	60.8	58.4
(See Def. 1)	WK. 2	66.0	66.7	66.5	67.4	67.6	69.0	69.8	71.6	72.0	72.5	71.6	71.0	66.8	63.6	61.6	59.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. MON. NOV. 29, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. NOV. 23, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,160 23.0		18,330 22.0		20,490 24.6		18,160 21.8		18,660 22.4			
	ABC TV					HAPPY DAYS		LAYERNE & SHIRLEY		THREE'S COMPANY		9 TO 5 (OP)				HART TO HART	
	AVERAGE AUDIENCE (Households (000) & %)					16,830 20.2		17,080 20.5		18,740 22.5		16,080 19.3		14,830 17.8		17.6*	18.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					32 19.3	21.1	32 19.9	21.0	34 21.9	23.1	30 19.7	18.9	30 17.8	29 *	31 *	31 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,080 16.9				23,320 28.0							
	CBS TV					BRING 'EM BACK ALIVE (OP)								CBS TUESDAY NIGHT MOVIES COUNTRY GOLD			
	AVERAGE AUDIENCE (Households (000) & %)					10,500 12.6	12.4*		12.9*	15,080 18.1	15.8*		18.0*		19.0*		19.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					20 12.3	20 *		20 *	29 16.1	24 *		28 *		32 *		34 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,740 17.7				12,000 14.4				12,000 14.4			
	NBC TV					FATHER MURPHY (OP)				GAVILAN (SUS-OP)				ST. ELSEWHERE			
	AVERAGE AUDIENCE (Households (000) & %)					12,000 14.4	14.3*		14.6*	9,250 11.1	10.8*		11.4*	9,910 11.9	11.6*		12.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					23 14.2	23 *		23 *	17 10.9	17 *		18 *	20 11.0	19 *		21 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,080 24.1		19,660 23.6		22,320 26.8		18,160 21.8		19,160 23.0			
	ABC TV					HAPPY DAYS		LAYERNE & SHIRLEY		THREE'S COMPANY		9 TO 5 (OP)				HART TO HART	
	AVERAGE AUDIENCE (Households (000) & %)					17,660 21.2		18,160 21.8		20,410 24.5		16,580 19.9		15,080 18.1		18.3*	17.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					32 20.0	22.4	32 21.7	22.0	35 24.2	24.7	30 20.3	19.5	30 18.4	29 *	30 *	30 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,910 19.1				26,070 31.3							
	CBS TV					BRING 'EM BACK ALIVE (OP)								G.E. THEATER SOMETHING SO RIGHT			
	AVERAGE AUDIENCE (Households (000) & %)					12,080 14.5	14.1*		15.0*	18,830 22.6	20.1*		23.4*		23.4*		23.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					21 13.8	21 *		22 *	35 19.2	29 *		35 *		38 *		40 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,830 16.6				12,330 14.8				10,830 13.0			
	NBC TV					FATHER MURPHY (OP)				GAVILAN (OP)				ST. ELSEWHERE			
	AVERAGE AUDIENCE (Households (000) & %)					11,000 13.2	12.1*		14.3*	8,750 10.5	10.3*		10.8*	8,750 10.5	10.4*		10.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					19 11.8	18 *		21 *	15 10.5	15 *		16 *	17 10.1	17 *		18 *
TV HOUSEHOLDS USING TV WK. 1		60.3	61.5	61.2	62.6	62.5	63.4	62.8	64.1	65.0	65.7	64.7	64.1	61.0	59.7	58.9	57.8
(See Def. 1) WK. 2		62.5	63.9	63.5	64.5	65.4	67.6	68.8	69.2	69.5	69.4	67.3	66.1	62.9	61.8	60.3	58.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. TUE. NOV. 30, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. NOV.24, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		15,910 19.1		19,580 23.5		18,490 22.2										
	ABC TV				GOLD MONKEY		FALL GUY (OP)		DYNASTY										
	AVERAGE AUDIENCE (Households (000) & %)		{		12,160 14.6		15,660 18.8		15,910 19.1										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		24 12.8		30 17.3		31 20.4		32 19.2		31 19.2		32 19.0				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		14,910 17.9		19,660 23.6		CBS WEDNESDAY NIGHT MOVIE IN LOVE WITH AN OLDER WOMAN										
	CBS TV				SEVEN BRIDES/SEVEN BROS. (OP)														
	AVERAGE AUDIENCE (Households (000) & %)		{		11,750 14.1		12,660 15.2		15.4 24 *		15.6 25 *		15.6 26 *						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		23 14.0		25 13.7		22 14.3		24 15.1		25 15.8		26 15.7				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		18,740 22.5		14,910 17.9		12,830 15.4		15,080 18.1								
	NBC TV				REAL PEOPLE (OP)		FACTS OF LIFE		FAMILY TIES (OP)		QUINCY, M.E.								
	AVERAGE AUDIENCE (Households (000) & %)		{		14,580 17.5		13,580 16.3		11,660 14.0		12,660 15.2		15.2 25 *		15.2 26 *				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		29 16.0		30 18.5		22 14.1		25 15.6		25 15.6		26 14.9				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		15,080 18.1		13,740 16.5		19,740 23.7		19,830 23.8								
	ABC TV				ZIGGY'S GIFT		FROSTY WINTER WONDERLAND (R)		FALL GUY (OP)		DYNASTY								
	AVERAGE AUDIENCE (Households (000) & %)		{		12,910 15.5		12,410 14.9		15,330 18.4		17,160 20.6		20.6 31 *		20.6 32 *				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		24 15.3		22 14.6		27 17.2		28 19.6		32 20.3		31 20.8				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		19,160 23.0		19,740 23.7		CBS WEDNESDAY NIGHT MOVIE MISSING CHILDREN: A MOTHER'S STORY										
	CBS TV				RUDOLPH-RED-NOSE REINDEER (R)(OP)														
	AVERAGE AUDIENCE (Households (000) & %)		{		14,160 17.0		13,330 16.0		15.9 23 *		16.3 25 *		16.3 26 *						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		26 16.6		24 14.6		22 15.5		23 16.2		25 16.3		26 16.7				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		19,330 23.2		17,160 20.6		14,910 17.9		16,830 20.2								
	NBC TV				REAL PEOPLE (OP)		FACTS OF LIFE		FAMILY TIES (SUS-OP)		QUINCY, M.E.								
	AVERAGE AUDIENCE (Households (000) & %)		{		15,080 18.1		14,660 17.6		13,330 16.0		12,910 15.5		15.3 23 *		15.7 25 *				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		27 16.8		28 17.2		24 17.9		24 16.3		23 15.8		25 15.6				
TV HOUSEHOLDS USING TV (See Def. 1)																			
WK. 1		56.9	57.8	57.1	57.5	58.5	60.1	61.4	61.8	62.2	63.6	63.7	63.7	62.2	61.6	59.9	58.1		
WK. 2		60.8	61.9	61.9	64.1	65.4	66.1	66.9	67.8	67.4	68.6	68.1	67.8	66.1	65.2	64.3	62.8		

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.WED. DEC.1, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. NOV.25, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					13,240 15.9		10,830 13.0		15,160 18.2		13,330 16.0		12,830 15.4				
	ABC TV					JOANIE LOVES CHACHI		STAR OF THE FAMILY		TOO CLOSE FOR COMFORT		IT TAKES TWO (OP)		20/20				
	AVERAGE AUDIENCE (Households (000) & %)					10,830 13.0		10,000 12.0		13,490 16.2		11,750 14.1		9,580 11.5	12.2*		10.8*	
	SHARE OF AUDIENCE %					24		22		29		25		21	22 *		20 *	
	AVG. AUD. BY ¼ HR.					12.3	13.7	11.7	12.3	15.8	16.7	13.7	14.5	12.5	11.9	11.0	10.5	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					23,410 28.1												
	CBS TV											MARY POPPINS (CB)(OP)						
	AVERAGE AUDIENCE (Households (000) & %)					12,990 15.6	14.3*		15.8*		17.4*		16.3*		15.1*		14.5*	
	SHARE OF AUDIENCE %					28	27 *		28 *		31 *		29 *		27 *		27 *	
	AVG. AUD. BY ¼ HR.					14.3	14.2	15.6	16.1	17.5	17.2	16.9	15.7	15.5	14.7	14.5	14.5	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		2,670 3.2			12,830 15.4				9,250 11.1		11,830 14.2		19,990 24.0				
	NBC TV		NBC NIGHTLY NEWS-THU(B) (7:18-7:30PM)					FAME (OP)		CHEERS		TAXI (SUS-OP)		HILL STREET BLUES				
	AVERAGE AUDIENCE (Households (000) & %)		2,750 3.3			9,750 11.7	11.4*		12.0*	8,000 9.6		10,660 12.8		16,990 20.4	19.7*		21.0*	
	SHARE OF AUDIENCE %		7			22	21 *		22 *	17		23		37	35 *		39 *	
	AVG. AUD. BY ¼ HR.		3.3			11.4	11.5	12.0	12.0	9.5	9.8	12.2	13.4	18.9	20.6	21.3	20.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					12,250 14.7		9,580 11.5		29,490 35.4								
	ABC TV					JOANIE LOVES CHACHI		STAR OF THE FAMILY (OP)					ABC NFL FOOTBALL SPECIAL SAN FRANCISCO VS LOS ANGELES RAMS (9:00-12:22AM) (-OP)					
	AVERAGE AUDIENCE (Households (000) & %)					10,080 12.1		8,580 10.3		13,660 16.4	16.2*		17.8*		18.3*		15.5*	
	SHARE OF AUDIENCE %					19		16		29	25 *		27 *		29 *		25 *	
	AVG. AUD. BY ¼ HR.					11.8	12.5	10.2	10.4	15.9	16.5	17.5	18.1	18.5	18.0	17.4	13.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					22,410 26.9				23,570 28.3				18,410 22.1				
	CBS TV							MAGNUM, P.I. (OP)				SIMON & SIMON		KNOTS LANDING				
	AVERAGE AUDIENCE (Households (000) & %)					18,240 21.9	20.2*		23.6*	18,580 22.3	21.5*		23.2*	15,410 18.5	18.3*		18.6*	
	SHARE OF AUDIENCE %					34	32 *		36 *	34	33 *		36 *	31	30 *		32 *	
	AVG. AUD. BY ¼ HR.					19.5	21.0	23.6	23.5	21.0	22.0	22.6	23.8	18.3	18.3	18.5	18.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					14,330 17.2				12,410 14.9		12,160 14.6		19,240 23.1				
	NBC TV							FAME (OP)		CHEERS		TAXI (OP)		HILL STREET BLUES				
	AVERAGE AUDIENCE (Households (000) & %)					10,500 12.6	12.4*		12.7*	10,580 12.7		10,830 13.0		15,580 18.7	18.1*		19.3*	
	SHARE OF AUDIENCE %					19	19 *		19 *	19		20		31	30 *		33 *	
	AVG. AUD. BY ¼ HR.					12.6	12.3	12.5	12.8	12.3	13.1	13.0	13.1	17.4	18.8	19.2	19.4	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	47.8	49.5	49.7	50.9	52.6	53.7	54.9	56.3	56.2	56.8	56.7	56.9	56.0	55.3	54.5	53.6
		WK. 2	60.7	62.2	62.5	63.3	63.5	64.3	65.9	66.4	65.9	65.7	64.7	64.1	61.1	60.9	59.8	57.1

U.S. TV Households: 83,300,000  
 (1)NBC NIGHTLY NEWS-THU(B),NBC,(7:18-7:30PM)

For explanation of symbols, See page A.

EVE.THU. DEC.2, 1982



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. NOV.26, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,990 18.0		14,330 17.2		24,320 29.2							
	ABC TV					BENSON		NEW ODD COUPLE (OP)						WBC HEAVYWEIGHT CHAMP (9:00-11:00PM) (SUSTAINING 11:00-11:05PM) (-OP)			
	AVERAGE AUDIENCE (Households (000) & %)					13,160 15.8		12,160 14.6		17,160 20.6	16.1*		18.0*			23.8*	24.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.					26 15.5	16.1	24 14.0	15.2	33 15.5	26* 16.7	17.3	28* 18.7	23.4	24.1	24.5	24.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,660 21.2				21,660 26.0				18,490 22.2			
	CBS TV							DUKES OF HAZZARD (OP)		DALLAS				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)					13,990 16.8	16.3*		17.4*	17,910 21.5	20.9*		22.2*	15,830 19.0	18.6*		19.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.					27 15.9	27* 16.6		28* 17.3	34 20.3	33* 21.5	22.3	35* 22.0	31 18.5	30* 18.6	19.2	32* 19.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,240 17.1				16,080 19.3				12,080 14.5			
	NBC TV							POWERS OF MATTHEW STAR (OP)		KNIGHT RIDER (OP)				REMINGTON STEELE			
	AVERAGE AUDIENCE (Households (000) & %)					10,910 13.1	12.4*		13.8*	12,990 15.6	15.2*		16.0*	9,410 11.3	11.7*		10.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.					21 12.2	20* 12.5		22* 13.6	25 15.0	24* 15.5	15.7	25* 16.2	19 12.0	19* 11.4	10.9	18* 10.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,580 18.7		14,240 17.1		15,740 18.9							
	ABC TV					BENSON		NEW ODD COUPLE						ABC FRIDAY NIGHT MOVIE FROM RUSSIA WITH LOVE(R) (OP)			
	AVERAGE AUDIENCE (Households (000) & %)					13,660 16.4		12,660 15.2		9,410 11.3	10.5*		10.3*		11.7*		12.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.					28 15.9		25 15.3	15.0	18 10.5	17* 10.6	10.5	16* 10.1	11.5	20* 12.0	12.8	22* 12.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,910 23.9				26,910 32.3				22,910 27.5			
	CBS TV							DUKES OF HAZZARD (OP)		DALLAS				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)					15,080 18.1	16.6*		19.6*	23,570 28.3	27.2*		29.5*	18,990 22.8	23.3*		22.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.					30 16.0	28* 17.3		32* 18.7	45 26.3	44* 28.0	29.5	46* 29.5	39 23.6	39* 23.0	22.5	38* 22.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,080 14.5				14,910 17.9				14,240 17.1			
	NBC TV							VOYAGERS SPECIAL (OP)		KNIGHT RIDER (SUS-OP)				REMINGTON STEELE			
	AVERAGE AUDIENCE (Households (000) & %)					8,580 10.3	9.6*		10.9*	12,080 14.5	14.0*		15.0*	11,410 13.7	14.0*		13.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.					17 9.4	16* 9.9		18* 10.7	23 13.6	22* 14.4	14.9	24* 15.1	23 14.2	23* 13.7	13.5	23* 13.2
TV HOUSEHOLDS USING TV WK. 1		57.1	58.0	58.8	60.0	60.7	61.6	61.7	62.7	63.3	63.4	63.3	63.7	62.1	61.5	60.5	59.5
(See Def. 1) WK. 2		57.4	58.2	58.3	58.1	58.6	59.5	60.7	61.7	61.8	62.8	64.0	63.5	60.0	59.7	59.4	57.8

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.FRI. DEC.3, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.27, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)				16,990 20.4				21,490 25.8				17,990 21.6																			
	ABC TV				T.J. HOOKER (OP)				LOVE BOAT (OP)				FANTASY ISLAND																			
	AVERAGE AUDIENCE (Households (000) & %)				13,410 16.1		15.2*		16.9* 20.9		19.2*		22.6* 14,580 17.5		17.6*																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				26 15.1		25 * 15.3		27 * 17.3		33 18.4		30 * 20.0		36 * 22.3		31 17.5															
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		(1)		16,330 19.6				19,080 22.9																							
	CBS TV				WALT DISNEY BLACKBEARD'S GHOST, PART 2 (OP)				CBS SAT. NIGHT MOVIE GAMES MOTHER NEVER TAUGHT YOU																							
	AVERAGE AUDIENCE (Households (000) & %)		15.6		12,330 14.8		14.3*		15.4* 15.6		14.4*		14.7* 14.7		16.7* 16.5																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				24 13.9		24 * 14.7		25 * 15.5		26 14.4		23 * 14.5		24 * 14.8		29 * 16.6															
WEEK 3	TOTAL AUDIENCE (Households (000) & %)				15,990 19.2		14,580 17.5		12,830 15.4		11,250 13.5		10,500 12.6																			
	NBC TV				DIFF'RENT STROKES-SAT.		SILVER SPOONS (OP)		GIMME A BREAK		LOVE, SIDNEY (SUS-OP)		DEVLIN CONNECTION																			
	AVERAGE AUDIENCE (Households (000) & %)				14,240 17.1		13,490 16.2		11,910 14.3		10,330 12.4		8,410 10.1		10.1*																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				28 16.4		26 15.9		23 14.1		20 14.6		18 12.6		18 * 12.3																	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)				16,080 19.3				18,660 22.4				16,990 20.4																			
	ABC TV				T.J. HOOKER (OP)				LOVE BOAT (OP)				FANTASY ISLAND																			
	AVERAGE AUDIENCE (Households (000) & %)				12,500 15.0		14.3*		15.7* 17.4		16.5*		18.2* 16.2		15.9*																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				24 13.6		23 * 14.9		25 * 15.8		27 16.0		26 * 16.9		29 * 17.9		28 18.5															
WEEK 5	TOTAL AUDIENCE (Households (000) & %)				17,660 21.2				22,570 27.1																							
	CBS TV				WALT DISNEY A DISNEY CHRISTMAS GIFT (OP)				HALLMARK HALL OF FAME WITNESS FOR THE PROSECUTION																							
	AVERAGE AUDIENCE (Households (000) & %)				12,740 15.3		14.3*		16.3* 19.3		19.0*		18.8* 19.0		19.9*																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				25 14.1		23 * 14.5		26 * 16.0		32 19.2		30 * 18.8		30 * 18.7		33 * 19.9															
WEEK 6	TOTAL AUDIENCE (Households (000) & %)				13,160 15.8		11,410 13.7		11,500 13.8		11,830 14.2		9,910 11.9																			
	NBC TV				DIFF'RENT STROKES-SAT.		SILVER SPOONS (OP)		GIMME A BREAK		LOVE, SIDNEY (OP)		DEVLIN CONNECTION																			
	AVERAGE AUDIENCE (Households (000) & %)				11,500 13.8		10,330 12.4		10,500 12.6		10,830 13.0		7,160 8.6		9.2*																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				23 12.8		20 14.8		20 12.5		21 12.4		13.0 11.8		15 13.3		15 * 12.8															
TV HOUSEHOLDS USING TV WK. 1																	58.1	58.6	59.3	59.9	60.1	61.1	61.7	62.5	62.7	63.4	62.7	62.1	57.9	57.2	56.6	55.3
(See Def. 1) WK. 2																	56.5	57.5	57.9	59.1	60.6	61.5	62.5	62.6	63.1	63.8	63.3	62.9	60.6	59.1	57.9	55.8

U.S. TV Households: 83,300,000

(1) NCAA FOOTBALL-CBS, NOTRE DAME VS USC, CBS, (3:39-7:03PM)

For explanation of symbols, See page A.

EVE.SAT. DEC.4, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.27, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,250 6.3															
	ABC TV		ABC WEEKEND REPORT SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	{	5,080 6.1															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 6.1															
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		10,660 12.8														
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{		5,750 6.9	8.5*			6.3*		5.3*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		21 9.4	23 * 7.7			20 * 6.0	5.4	20 * 5.0								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		5,250 6.3														
	ABC TV			ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{		5,000 6.0														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		12 6.0														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		12,160 14.6														
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{		6,660 8.0	8.4*			7.9*		7.5*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		23 8.2	21 * 8.7			23 * 7.9	7.6	27 * 7.0								
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	50.3	46.6	39.5	35.3	32.3	30.0	27.8	25.3	23.0	21.1	17.8	15.7	13.3	11.7	9.9	8.5
		WK. 2	50.2	45.9	40.8	38.0	35.1	32.5	29.0	26.0	22.8	20.7	18.9	17.0	14.8	13.3	12.1	10.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SAT. DEC.4, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	15,740 18.9				16,740 20.1				22,820 27.4							
	ABC TV		RIPLEY'S BELIEVE IT-NOT				MATT HOUSTON (OP)				ABC SUNDAY NIGHT MOVIE THE ELECTRIC HORSEMAN (9:00-11:22PM) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	11,500 13.8	13.0*		14.5*	16.8	16.2*		17.4*	15,240 18.3	17.5*		18.3*		18.2*		18.2*
	SHARE OF AUDIENCE %	{	21	20 *		21 *	25	24 *		26 *	29	26 *		27 *		29 *		30 *
	AVG. AUD. BY ¼ HR.	%	12.7	13.4	14.1	14.9	15.9	16.5	17.1	17.6	17.3	17.7	18.4	18.2	18.3	18.1	18.1	18.3
E K 2	TOTAL AUDIENCE (Households (000) & %)	{	27,910 33.5				18,660 22.4		16,330 19.6		20,490 24.6		19,830 23.8		18,580 22.3			
	CBS TV		60 MINUTES				ARCHIE BUNKER'S PLACE		GLORIA (OP)		JEFFERSONS		ONE DAY AT A TIME		TRAPPER JOHN, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)	{	22,570 27.1	26.7*		27.6*	16,910 20.3		15,580 18.7		18,740 22.5		18,580 22.3		15,830 19.0	19.2*		18.8*
	SHARE OF AUDIENCE %	{	41	41 *		41 *	30		27		33		33		31	30 *		31 *
	AVG. AUD. BY ¼ HR.	%	26.1	27.3	28.1	27.0	20.3	20.2	18.1	19.3	21.9	23.2	21.5	23.1	19.4	19.0	18.9	18.6
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	13,240 15.9				17,910 21.5				22,660 27.2							
	NBC TV		VOYAGERS (7:03-8:00PM) (OP)				CHIPS (OP)				NBC SUNDAY NIGHT MOVIE THE EXECUTIONER'S SONG, PART 1 (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	10,330 12.4	11.3*		13.3*	15,240 18.3	17.6*		18.9*	17,240 20.7	20.1*		20.9*		21.2*		20.7*
	SHARE OF AUDIENCE %	{	19	17 *		20 *	27	26 *		28 *	32	29 *		31 *		34 *		34 *
	AVG. AUD. BY ¼ HR.	%	10.9	11.7	12.9	13.8	16.9	18.2	19.2	18.7	19.7	20.5	21.1	20.6	21.2	21.1	21.1	20.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	15,660 18.8				14,740 17.7				21,990 26.4							
	ABC TV		RIPLEY'S BELIEVE IT-NOT				MATT HOUSTON (OP)				ABC SUNDAY NIGHT MOVIE THE JERK(R) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	10,830 13.0	11.9*		14.1*	11,580 13.9	13.4*		14.4*	14,160 17.0	16.7*		18.0*		17.2*		16.1*
	SHARE OF AUDIENCE %	{	20	19 *		22 *	21	20 *		21 *	26	24 *		26 *		26 *		26 *
	AVG. AUD. BY ¼ HR.	%	11.1	12.7	14.1	14.1	12.7	14.1	14.5	14.3	15.5	17.8	17.7	18.2	17.3	17.2	16.6	15.5
E K 2	TOTAL AUDIENCE (Households (000) & %)	{	29,740 35.7				28,570 34.3				31,150 37.4							
	CBS TV		60 MINUTES (7:14-8:14PM)(OP)(-OP)				ALL-STAR PARTY/C. BURNETT (8:14-9:14PM) (OP)(-OP)				CIRCUS OF THE STARS (9:14-11:14PM) (OP)(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	20,240 24.3			23.6*	21,570 25.9			25.4*	20,240 24.3			25.6*		24.4*		23.4*
	SHARE OF AUDIENCE %	{	37			36 *	38			37 *	37			37 *		37 *		38 *
	AVG. AUD. BY ¼ HR.	%	23.2	23.2	23.6	23.7	24.7	23.8	24.9	25.8	27.1	25.0	25.6	25.6	24.8	24.0	23.9	22.9
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	14,240 17.1				15,330 18.4				18,910 22.7							
	NBC TV		NBC NEWS SPECIAL RPT BATAAN: THE FORGOTTEN BELL				CHIPS (OP)				NBC SUNDAY NIGHT MOVIE THE GAUNTLET(R) (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	10,080 12.1	11.8*		12.5*	11,750 14.1	13.6*		14.5*	13,080 15.7	13.3*		15.9*		16.9*		16.5*
	SHARE OF AUDIENCE %	{	19	18 *		19 *	21	20 *		21 *	24	19 *		23 *		26 *		27 *
	AVG. AUD. BY ¼ HR.	%	11.4	12.1	12.3	12.7	13.1	14.2	14.5	14.6	11.8	14.9	15.6	16.1	17.0	16.8	16.7	16.2
TV HOUSEHOLDS USING TV		WK. 1	65.2	66.5	67.5	68.2	67.9	68.7	68.1	68.2	67.9	68.9	67.4	67.0	63.7	62.6	61.0	59.3
(See Def. 1)		WK. 2	63.3	64.4	64.8	65.5	66.9	67.2	68.3	69.0	68.8	69.0	68.9	68.6	67.1	64.7	63.3	60.5

U.S. TV Households: 83,300,000

(1) CBS NFL FTBL GM2, CBS, VARIOUS TEAMS AND TIMES, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SUN. DEC.5, 1982



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.28, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

(1)

4,080  
4.9  
ABC WEEKEND  
REPORT-SUN.  
(11:30-11:48PM)  
(OP)

4,000  
4.8  
38 \*  
13  
4.3

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

4,830  
5.8  
CBS  
SUNDAY  
NEWS-  
OSGOOD

4,750  
5.7  
11  
5.7

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

1,420  
1.7  
NBC LATE NIGHT MOVIE  
THE STARMAKER, PART 2(R)  
(11:30-12:05AM)  
(SUSTAINING 12:06-1:30AM)

1,170  
1.4  
4  
1.3 1.4 \* 1.4

TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

3,670  
4.4  
ABC  
WEEKEND  
REPORT-SUN.

3,580  
4.3  
9  
4.3

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

6,250  
7.5  
CBS  
SUNDAY  
NEWS-  
OSGOOD

6,080  
7.3  
16  
7.5 7.3

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2,330  
2.8

NBC LATE NIGHT MOVIE  
THE LAST RIDE OF THE DALTON GANG  
(11:30-12:48AM)  
(SUSTAINING 12:48-1:30AM)

1,500  
1.8  
7  
1.6 1.7 \* 1.9 \* 8 \* 1.8 2.0 1.8 1.6

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

52.3	48.4	37.2	30.7	25.7	22.8	19.4	17.3	15.0	13.3	11.8	10.5	9.0	7.9	7.1	5.9
51.1	44.1	35.7	29.8	25.8	22.8	20.8	18.5	16.8	14.6	12.6	10.4	8.6	7.4	5.9	4.6

U.S. TV Households: 83,300,000

(1) ABC SUNDAY NIGHT MOVIE, THE ELECTRIC HORSEMAN, ABC, (9:00-11:22PM) (SUSTAINING 11:22-11:31PM)

For explanation of symbols, See page A.

EVE.SUN. DEC.5, 1982

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.22-26, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				4,500 5.4				5,500 6.6									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)				3,670 4.4				4,410 5.3									
	SHARE OF AUDIENCE %				25				23									
	AVG. AUD. BY ¼ HR.				4.1	4.7			5.3	5.4								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				3,080 3.7				3,170 3.8						3,920 4.7		3,830 4.6	
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID (M-W)(S)(OP)		CHILD'S PLAY (M-W)(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)				2,500 3.0				2,670 3.2						3,330 4.0		3,420 4.1	
	SHARE OF AUDIENCE %				18				15						19		19	
	AVG. AUD. BY ¼ HR.				2.9	3.2			3.1	3.2					3.8	4.1	4.0	4.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				3,830 4.6				4,750 5.7						4,250 5.1		5,330 6.4	
	NBC TV				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						DIFF'RENT STROKES M-F (MTUWF)(S)(OP)		WHEEL OF FORTUNE (MTUWF)(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)				3,080 3.7				3,830 4.6						3,500 4.2		4,500 5.4	
	SHARE OF AUDIENCE %				22				21						19		23	
	AVG. AUD. BY ¼ HR.				3.6	3.7			4.4	4.9					3.7	4.7	5.4	5.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				5,160 6.2				5,500 6.6									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)				4,080 4.9				4,410 5.3									
	SHARE OF AUDIENCE %				26				27									
	AVG. AUD. BY ¼ HR.				4.9	4.9			5.3	5.2								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				3,250 3.9				3,080 3.7						4,000 4.8		3,750 4.5	
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		CHILD'S PLAY	
	AVERAGE AUDIENCE (Households (000) & %)				2,670 3.2				2,580 3.1						3,420 4.1		3,080 3.7	
	SHARE OF AUDIENCE %				17				16						21		18	
	AVG. AUD. BY ¼ HR.				3.2	3.4			3.1	3.0					3.9	4.3	3.6	3.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				4,170 5.0				4,330 5.2						2,830 3.4		4,660 5.6	
	NBC TV				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						DIFF'RENT STROKES M-F		WHEEL OF FORTUNE	
	AVERAGE AUDIENCE (Households (000) & %)				3,420 4.1				3,580 4.3						2,330 2.8		4,080 4.9	
	SHARE OF AUDIENCE %				21				22						14		24	
	AVG. AUD. BY ¼ HR.				3.9	4.2			4.4	4.2					2.6	3.0	4.8	4.8
TV HOUSEHOLDS USING TV WK. 1		8.8	10.7	13.0	15.0	16.8	18.8	20.3	21.9	22.9	23.9	24.5	25.4	26.0	26.9	27.4	27.9	
(See Def. 1) WK. 2		10.4	12.7	15.6	17.9	19.1	20.1	20.2	19.8	19.9	19.9	19.3	19.5	19.3	19.9	20.4	20.7	

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV.29-DEC.3, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,500 7.8				{ 5,830 7.0		{ 5,500 6.6		{ 9,660 11.6			{ 8,000 9.6					
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD (M-TH)(S)(OP)		RYAN'S HOPE (M-TH)(S)(OP)		ALL MY CHILDREN (M-TH)(S)(OP)			ONE LIFE TO LIVE (M-TH)(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,410 5.3		{ 4,830 5.8		{ 4,500 5.4		{ 7,330 8.8			{ 6,000 7.2		{ 7.4* 24 *		{ 7.1* 24 *			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 18 4.4		{ 20 5.6		{ 18 5.4		{ 26 8.1			{ 24 7.6		{ 24* 7.2		{ 24* 7.2			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,250 8.7		{ 8,910 10.7				{ 9,250 11.1		{ 8,000 9.6					{ 5,580 6.7			
	CBS TV	PRICE IS RIGHT 1 (M-W)(S)(OP)		PRICE IS RIGHT 2 (M-W)(S)(OP)		(S)(OP)		YOUNG AND THE RESTLESS (M-W)(S)(OP)			AS THE WORLD TURNS (M-W)(S)(OP)			CAPITOL (M-W)(S)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,160 7.4		{ 7,660 9.2				{ 7,160 8.6		{ 6,410 7.7			{ 5,160 6.2		{ 6.3 6.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 34 7.0		{ 39 8.8		{ 33 8.2		{ 26 7.3			{ 22 6.3			{ 22 6.0				
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 3,420 4.1		{ 1,830 2.2		{ 2,670 3.2		{ 6,580 7.9			{ 5,910 7.1							
	NBC TV	TEXAS (MTUWF)(S)(OP)				DOCTORS (MTUWF)(OP)		SEARCH FOR TOMORROW		DAYS OF OUR LIVES (MTUWF)(OP)			ANOTHER WORLD (MTUWF)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,500 3.0		{ 1,580 1.9		{ 2,080 2.5		{ 4,830 5.8			{ 4,330 5.2		{ 5.1* 17 *		{ 5.2* 17 *			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 12 3.2		{ 7 2.0		{ 8 2.5		{ 19 5.3			{ 17 5.2		{ 17* 5.0		{ 17* 5.2			
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 5,410 6.5		{ 5,080 6.1		{ 5,080 6.1		{ 9,750 11.7			{ 8,000 9.6							
	ABC TV	LOVE BOAT DAYTIME >(SUS-OP)				FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)			ONE LIFE TO LIVE					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,670 4.4		{ 4,330 5.2		{ 4,250 5.1		{ 7,410 8.9			{ 6,330 7.6		{ 7.5* 27 *		{ 7.6* 29 *			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 20 3.9		{ 21 4.9		{ 20 5.1		{ 31 7.9			{ 28 7.6		{ 27* 7.4		{ 29* 7.6			
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 6,830 8.2		{ 8,160 9.8		{ 9,000 10.8		{ 8,410 10.1			{ 5,500 6.6							
	CBS TV	PRICE IS RIGHT 1 (SUS-OP)>		PRICE IS RIGHT 2 (SUS-OP)>		(OP)		YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL				
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,750 6.9		{ 7,250 8.7		{ 6,910 8.3		{ 6,750 8.1			{ 5,080 6.1		{ 6.1 23		{ 6.2 6.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 33 6.3		{ 39 8.4		{ 33 7.9		{ 32 8.6			{ 27* 7.8		{ 30* 8.4		{ 23 6.0			
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 2,830 3.4		{ 1,580 1.9		{ 2,580 3.1		{ 5,830 7.0			{ 5,250 6.3							
	NBC TV	TEXAS >(SUS-OP)				DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD					
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,000 2.4		{ 1,330 1.6		{ 2,080 2.5		{ 4,410 5.3			{ 3,830 4.6		{ 4.6* 17 *		{ 4.6* 17 *			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 11 2.6		{ 7 1.6		{ 10 2.4		{ 18 4.9			{ 17 4.8		{ 17* 4.5		{ 17* 4.6			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	28.0	28.7	29.2	30.3	30.6	30.9	30.2	30.6	31.9	32.5	32.3	32.2	31.3	31.6	31.0	31.6
		WK. 2	20.6	21.4	22.1	23.2	24.4	25.9	25.5	26.4	27.4	28.6	28.6	28.7	27.5	27.9	26.6	27.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.22-26, 1982

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W	TOTAL AUDIENCE (Households (000) & %)	{ 9,330 11.2				3,170 3.8										10,750 12.9	
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,080 8.5				2,830 3.4										9,500 11.4	
	SHARE OF AUDIENCE %	26				10										21	
E	AVG. AUD. BY ¼ HR.	% 7.9				3.4	3.3									11.4	11.5
	TOTAL AUDIENCE (Households (000) & %)	{ 7,580 9.1				2,580 3.1										12,160 14.6	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,910 7.1	6.9*		7.3*	2,080 2.5										10,750 12.9	
K	SHARE OF AUDIENCE %	24	24 *		23 *	8										23	
	AVG. AUD. BY ¼ HR.	% 6.8	7.0	7.2	7.5	2.5	2.6									12.7	13.2
	TOTAL AUDIENCE (Households (000) & %)	{ 4,830 5.8														11,330 13.6	
	NBC TV																
1	AVERAGE AUDIENCE (Households (000) & %)	{ 3,080 3.7	3.7*		3.8*											9,830 11.8	
	SHARE OF AUDIENCE %	12	12 *		12 *											20	
	AVG. AUD. BY ¼ HR.	% 3.8	3.6	3.7	3.9											11.6	11.9
	TOTAL AUDIENCE (Households (000) & %)	{ 9,910 11.9				3,500 4.2										11,410 13.7	
W	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,580 9.1	8.8*		9.5*	2,920 3.5										10,000 12.0	
	SHARE OF AUDIENCE %	31	31 *		31 *	11										20	
	AVG. AUD. BY ¼ HR.	% 8.6	9.0	9.3	9.6	3.5	3.5									11.8	12.2
E	TOTAL AUDIENCE (Households (000) & %)	{ 8,160 9.8				2,580 3.1										13,830 16.6	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,250 7.5	7.4*		7.7*	2,330 2.8										12,250 14.7	
	SHARE OF AUDIENCE %	25	26 *		25 *	9										25	
K	AVG. AUD. BY ¼ HR.	% 7.3	7.4	7.6	7.8	2.7	2.8									14.5	15.0
	TOTAL AUDIENCE (Households (000) & %)	{ 4,170 5.0														11,500 13.8	
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,000 3.6	3.5*		3.7*											10,000 12.0	
2	SHARE OF AUDIENCE %	12	13 *		12 *											20	
	AVG. AUD. BY ¼ HR.	% 3.4	3.5	3.6	3.8											11.8	12.2
	TOTAL AUDIENCE (Households (000) & %)	{ 3,000 3.6	3.5*		3.7*											10,000 12.0	
	SHARE OF AUDIENCE %	12	13 *		12 *											20	
TV HOUSEHOLDS USING TV	WK. 1	31.7	32.6	33.2	34.3	34.1	35.5	36.9	39.1	41.1	43.0	45.1	47.5	50.8	53.2	54.8	56.1
	WK. 2	27.8	29.3	30.7	32.9	33.2	35.5	37.2	40.0	41.9	44.7	46.8	49.2	53.1	56.3	58.4	60.1
	(See Def. 1)																
	U.S. TV Households: 83,300,000																

For explanation of symbols, See page A.

DAY MON.-FRI. NOV.29-DEC.3, 1982



TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,500 3.0		4,580 5.5		6,000 7.2		7,660 9.2		4,170 5.0		5,830 7.0	
	ABC TV					SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		MORK/LAVERNE/ FONZ HOUR-1		MORK/LAVERNE/ FONZ HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,830 2.2		3,670 4.4		5,000 6.0		6,330 7.6		3,500 4.2		4,580 5.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 1.8	2.5	25 4.0	4.7	27 5.3	6.6	30 7.8	7.3	14 4.1	4.3	18 5.7	5.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	1,330 1.6				2,000 2.4		3,080 3.7		3,420 4.1		5,910 7.1				7,580 9.1	
	CBS TV					SPEED BUGGY (OP)		PANDAMONIUM (OP)		GILLIGAN'S PLANET (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)				BUGS BUNNY/ROAD RUNNER 2 (10:30-11:30AM) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	670 .8				1,580 1.9		2,250 2.7		2,670 3.2		3,670 4.4	3.8*			5,080 6.1	5.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	13 <<	10*		1.1*	16 1.7	2.0	16 2.5	2.9	14 3.0	3.4	17 3.6	15*	4.9	19*	21 5.3	19*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,750 4.5		5,750 6.9		8,330 10.0		8,910 10.7		10,750 12.9		7,830 9.4	
	NBC TV					FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,830 3.4		4,500 5.4		7,000 8.4		7,830 9.4		9,500 11.4		7,000 8.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 3.0	3.9	31 4.8	6.1	37 7.8	8.9	37 9.2	9.5	42 11.6	11.1	29 8.4	8.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,170 3.8		5,750 6.9		6,160 7.4		7,000 8.4		4,910 5.9		5,250 6.3	
	ABC TV					SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		MORK/LAVERNE/ FONZ HOUR-1		MORK/LAVERNE/ FONZ HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,670 3.2		4,410 5.3		5,330 6.4		6,330 7.6		4,170 5.0		4,580 5.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 2.8	3.5	30 4.8	5.8	31 6.2	6.6	33 7.4	7.7	20 5.0	5.0	22 5.7	5.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	1,920 2.3				1,670 2.0		2,580 3.1		2,920 3.5		4,580 5.5				6,750 8.1	
	CBS TV					SPEED BUGGY (OP)		PANDAMONIUM (OP)		GILLIGAN'S PLANET (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)				BUGS BUNNY/ROAD RUNNER 2 (10:30-11:30AM) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	920 1.1				1,080 1.3		2,000 2.4		2,250 2.7		2,580 3.1	2.5*			4,170 5.0	4.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	15 .8	13*		1.4*	10 1.3	1.3	14 2.0	2.7	13 2.6	2.7	13 2.2	11*	3.8*	15*	20 4.3	19*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,330 4.0		4,910 5.9		6,830 8.2		7,080 8.5		8,250 9.9		6,580 7.9	
	NBC TV					FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,670 3.2		3,920 4.7		5,660 6.8		6,000 7.2		7,000 8.4		5,750 6.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 2.7	3.7	27 4.5	4.9	33 6.4	7.2	32 7.4	7.1	34 8.4	8.3	27 7.1	6.8
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	5.9	7.0	9.2	11.2	12.7	14.6	16.6	19.1	21.6	24.0	25.5	26.5	27.0	27.3	28.9
		WK. 2	6.9	7.9	9.4	12.0	14.3	15.0	17.1	19.3	20.8	21.8	22.7	23.9	24.3	25.0	25.5
U.S. TV Households: 83,300,000																	

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,410 6.5		5,410 6.5		7,160 8.6	22,160 26.6										
	ABC TV		SCOOBY & SCRAPPY/ PUPPY-1		SCOOBY & SCRAPPY/ PUPPY-2 (OP)		(1) (+OP)						NCAA FOOTBALL GAME AUBURN VS ALABAMA (12:23-3:44PM) (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	4,410 5.3		4,500 5.4		6,000 7.2	10,250 12.3		9.9* 29 *		11.6* 33 *		12.0* 34 *		12.2* 35 *	12.9* 35	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	16 5.2		16 5.4		22 5.3	34 5.6		29 6.8		33 7.9		34 9.6		35 10.2	35 12.7	
E K 2	TOTAL AUDIENCE (Households (000) & %)	{			5,160 6.2		5,410 6.5		4,580 5.5		9,830 11.8							
	CBS TV		BUGS BUNNY/ROAD RUNNER 2 (10:30-11:30AM) (OP)		MEATBALL & SPAGHETTI (OP)		POPEYE/OLIVE COMEDY SHOW (OP)		NEW FAT ALBERT SHOW (OP)				CBS NCAA BASKETBALL-SAT NORTH CAROLINA VS MISSOURI (1:00-3:13PM)					
	AVERAGE AUDIENCE (Households (000) & %)	{		6.6* 22 *	5.2 17		4,410 5.3		3,830 4.6		3,920 4.7	4.6* 13 *		4.1* 12 *		4.5* 13 *	5.0* 14 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	6.7 6.5	22 6.5	17 5.1	5.2	16 5.2	13 5.4	13 4.5	13 4.7	13 5.0	13 4.3	13 3.9	12 4.3	12 4.6	13 4.4	14 4.8	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,660 9.2		8,000 9.6		6,250 7.5		5,750 6.9									
	NBC TV		HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		JETSONS		FLASH GORDON									
	AVERAGE AUDIENCE (Households (000) & %)	{	6,250 7.5		6,750 8.1		5,160 6.2		4,910 5.9									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	25 7.6		26 7.4		18 7.9		17 8.2		17 8.0							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,000 6.0		6,160 7.4		4,170 5.0		6,410 7.7									
	ABC TV		SCOOBY & SCRAPPY/ PUPPY-1		SCOOBY & SCRAPPY/ PUPPY-2 (OP)		ABC WEEKEND SPECIALS ARTHUR THE KID		AMERICAN BANDSTAND '83									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,250 5.1		5,250 6.3		3,170 3.8		3,500 4.2		3.3* 12 *		5.0* 17 *					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	20 5.0		23 5.2		14 6.4		15 6.1		12 3.8		17 3.8					
E K 2	TOTAL AUDIENCE (Households (000) & %)	{			3,750 4.5		4,660 5.6		18,240 21.9									
	CBS TV		BUGS BUNNY/ROAD RUNNER 2 (10:30-11:30AM) (OP)		MEATBALL & SPAGHETTI (OP)		NCAA TODAY-CBS						NCAA FOOTBALL-CBS VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST					
	AVERAGE AUDIENCE (Households (000) & %)	{		5.3* 20 *	3.4 13		3,670 4.4		7,910 9.5		6.4* 23 *		8.7* 29 *		10.4* 34 *		10.3* 34 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%		20 5.3	13 3.5	3.3	17 4.2	4.5	31 5.8	7.1	23 7.1	8.3	29 9.1	10.1	34 10.8	10.6	10.0 10.9	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,910 7.1		6,910 8.3		4,660 5.6		4,080 4.9					7,660 9.2				
	NBC TV		HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		JETSONS		FLASH GORDON					NCAA BASKETBALL LOUISIANA STATE VS NORTH CAROLINA (2:00-4:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)	{	5,160 6.2		5,830 7.0		3,920 4.7		3,250 3.9					3,000 3.6	2.9* 10 *		3.1* 10 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	24 6.1		25 6.3	7.2	18 4.6	14 4.8	14 4.2	14 3.7				12 2.9	10 2.9	10 3.1	10 3.1	
TV HOUSEHOLDS USING TV		WK. 1	30.8	30.4	30.4	32.2	33.5	35.6	35.8	36.3	36.2	36.4	36.1	36.3	36.3	36.1	37.0	38.2
(See Def. 1)		WK. 2	26.1	26.6	27.4	27.7	26.6	26.8	27.2	27.7	29.3	31.8	31.6	31.8	31.2	31.3	31.8	32.1

U.S. TV Households: 83,300,000  
(1) NCAA FOOTBALL PRE, ABC, (12:00-12:23PM)

For explanation of symbols, See page A.

DAY SAT. DEC. 4, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 27, 1982

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)					9,580 11.5					16,490 19.8							
	ABC TV					NCAA FOOTBALL GAME AUBURN VS ALABAMA (12:23-3:44PM) (OP)(-OP)			USA-WORLD-AMATUR BOXING (3:50-5:00PM) (OP)									
	AVERAGE AUDIENCE (Households (000) & %)					6,080 7.3			7.0* 18 *		8,250 9.9			10.0* 21 *		10.9* 21 *		8.8* 16 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					14.8* 39 *			18 *		19			21 *		21 *		8.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)		4,000 4.8		26,990 32.4													
	CBS TV					NCAA TODAY SPEC. EDITION (3:13-3:55PM) (OP)(-OP)												
	AVERAGE AUDIENCE (Households (000) & %)		3,330 4.0		12,580 15.1				13.4* 34 *		13.9* 32 *			14.5* 31 *		16.3* 33 *		17.4* 33 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		10 4.3		32 5.9				24 *		24 *			31 *		33 *		18.8
W E K 3	TOTAL AUDIENCE (Households (000) & %)						8,750 10.5										11,250 13.5	
	NBC TV																	NBC NIGHTLY NEWS-SAT.
	AVERAGE AUDIENCE (Households (000) & %)						4,580 5.5		4.5* 11 *		5.5* 13 *			6.3* 14 *				9,910 11.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						13 4.5		4.6		5.4			6.5				11.7
W E K 4	TOTAL AUDIENCE (Households (000) & %)				5,080 6.1	20,740 24.9												6,660 8.0
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)				4,750 5.7	8,830 10.6			10.7* 29 *		11.4* 29 *			10.9* 27 *		11.1* 25 *		6,660 8.0
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				18 5.7	25 7.7			29 *		29 *			27 *		23 *		16 8.0
W E K 5	TOTAL AUDIENCE (Households (000) & %)					4,410 5.3	12,080 14.5											10,250 12.3
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)				10.6* 34 *	4,330 5.2	5,080 6.1		5.2* 14 *		5.8* 15 *			5.4* 13 *		6.9* 16 *		8,410 10.1
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				34 *	16 5.2	15 4.8		14 *		15 *			13 *		16 *		19 9.5
W E K 6	TOTAL AUDIENCE (Households (000) & %)						11,660 14.0											11,330 13.6
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)				3.7* 12 *	4.7* 15 *	5,330 6.4		5.8* 16 *		6.1* 16 *			7.2* 18 *				9,000 10.8
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				12 *	15 *	6.4 5.4		16 *		16 *			18 *				20 10.5
TV HOUSEHOLDS USING TV WK. 1			39.0	39.6	40.9	40.7	41.0	42.2	44.3	46.7	48.0	49.3	50.4	52.1	54.4	55.9	57.9	58.6
(See Def. 1) WK. 2			32.3	32.0	32.4	33.6	35.8	38.0	39.2	40.3	41.6	42.7	45.2	48.3	50.9	52.2	53.2	55.1

U.S. TV Households: 83,300,000

(1) CBS NCAA BASKETBALL-SAT, NORTH CAROLINA VS MISSOURI, CBS, (1:00-3:13PM)

For explanation of symbols, See page A.

DAY SAT. DEC. 4, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.28, 1982

NATIONAL TV AUDIENCE ESTIMATES																		
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)													1,670 2.0		2,170 2.6		
	ABC TV													BEST/KIDS- PEOPLE TOO I (9:30-10:05AM) (OP)		BEST/KIDS- PEOPLE TOO II (10:05-10:30AM) (OP)		
	AVERAGE AUDIENCE (Households (000) & %)													1,170 1.4	1.3*	2,000 2.4		
	SHARE OF AUDIENCE %													6	5 *	9		
	AVG. AUD. BY ¼ HR. %													1.2	1.5	2.5	2.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													7,000 8.4	SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)	CAPTAIN KANGAROO-SUN (SUS)														
	AVERAGE AUDIENCE (Households (000) & %)													4,170 5.0	4.3*	5.4*	5.3*	
	SHARE OF AUDIENCE %													22 3.9	22 *	23 *	21 *	
	AVG. AUD. BY ¼ HR. %													5.5	5.4	5.7	4.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													1,330 1.6		1,580 1.9		
	ABC TV													BEST/KIDS- PEOPLE TOO I (9:30-10:03AM) (OP)		BEST/KIDS- PEOPLE TOO II (10:03-10:30AM) (OP)		
	AVERAGE AUDIENCE (Households (000) & %)													1,000 1.2		1,250 1.5		
	SHARE OF AUDIENCE %													5		6		
	AVG. AUD. BY ¼ HR. %													1.2	1.1	1.3	1.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													7,080 8.5	SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)	CAPTAIN KANGAROO-SUN (SUS)														
	AVERAGE AUDIENCE (Households (000) & %)													4,250 5.1	4.7*	5.4*	5.4*	
	SHARE OF AUDIENCE %													24 4.3	25 *	25 *	23 *	
	AVG. AUD. BY ¼ HR. %													5.3	5.5	5.4	5.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV		WK. 1	4.3	5.5	7.6	8.8	10.8	12.9	14.7	17.0	19.6	21.8	24.6	25.8	26.7	27.1	27.4	28.2
(See Def. 1)		WK. 2	5.1	5.6	6.5	8.0	10.5	12.2	13.5	15.9	18.8	21.0	22.0	23.2	24.3	25.0	25.2	26.1
U.S. TV Households: 83,300,000																		

For explanation of symbols, See page A.

DAY SUN. DEC.5, 1982



TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			5,910 7.1													
	ABC TV			← THIS WEEK-DAVID BRINKLEY →				DIRECTIONS (SUS)									
	AVERAGE AUDIENCE (Households (000) & %)			4,080 4.9	4.7*			5.1*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			16 4.4	16 *	5.0		16 *	5.1								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,670 4.4				8,330 10.0		28,160 33.8							
	CBS TV			FACE THE NATION				CBS NFL TODAY PRE				← CBS NFL FTBL GM1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST					
	AVERAGE AUDIENCE (Households (000) & %)			3,080 3.7				6,660 8.0		15,080 18.1	13.6*		17.5*		18.3*		18.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			11 3.8				22 7.7	8.4	40 12.3	34 *	40 *	40 *		40 *	18.3	19.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,170 2.6		5,750 6.9		18,410 22.1							
	NBC TV					MEET THE PRESS				NFL '82-NBC				← NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST			
	AVERAGE AUDIENCE (Households (000) & %)					1,830 2.2		4,170 5.0		8,250 9.9	7.9*		9.6*		10.4*		9.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					7 2.1	2.2	15 4.8	5.3	23 7.2	20 *	23 *	23 *	10.1	24 *	10.8	22 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,500 5.4													
	ABC TV			← THIS WEEK-DAVID BRINKLEY →				DIRECTIONS (SUS)									
	AVERAGE AUDIENCE (Households (000) & %)			3,170 3.8	3.7*			4.0*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			13 3.7	13 *	4.2		13 *	3.8								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,830 4.6				7,330 8.8		24,910 29.9							
	CBS TV			FACE THE NATION				CBS NFL TODAY PRE				← CBS NFL FTBL GM1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST					
	AVERAGE AUDIENCE (Households (000) & %)			3,080 3.7				5,500 6.6		11,910 14.3	11.0*		13.5*		14.6*		14.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			12 3.9				21 6.0	7.1	34 10.2	29 *	33 *	33 *	35 *	35 *	34 *	34 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,670 3.2		6,250 7.5		24,160 29.0							
	NBC TV					MEET THE PRESS				NFL '82-NBC				← NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST			
	AVERAGE AUDIENCE (Households (000) & %)					2,080 2.5		4,500 5.4		11,750 14.1	11.6*		13.0*		14.6*		14.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					9 2.5	2.6	16 4.5	6.3	33 10.5	29 *	30 *	30 *	33 *	33 *	34 *	34 *
TV HOUSEHOLDS USING TV WK. 1		28.4	29.2	29.9	30.7	31.4	33.2	35.0	36.3	39.1	41.2	43.2	45.0	45.9	45.9	45.8	46.7
(See Def. 1) WK. 2		26.6	27.4	28.5	28.8	29.4	31.1	33.0	35.8	39.1	41.3	42.6	43.2	43.3	43.9	43.4	43.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 28, 1982

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{																9,500 11.4 ABC WRLD NEWS TONIGHT-SUN
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																7,910 9.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																16 9.0 10.0
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					8,580 10.3				6,750 8.1							10,830 13.0 CBS EVENING NEWS- DEAN
	CBS TV						CBS NFL FTBL GM1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)				CBS NFL FTBL POST (4:08-4:30PM) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{					7,250 8.7				4,410 5.3							9,080 10.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					19.8* 41 *				4.6* 9 *							18 10.0 11.8
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{					26,490 31.8											4,250 5.1 (1)
	NBC TV						NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{					14,490 17.4											4,080 4.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					10.4* 22 *				18.0* 35 *							8 4.9
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{					26,910 32.3											
	CBS TV						CBS NFL FTBL GM1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)				CBS NFL FTBL GM2 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{					14,080 16.9											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					15.4* 36 *				16.6* 34 *							
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{					8,080 9.7											
	NBC TV						NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)				NFL FTBL POST-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST(OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{					7,410 8.9											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					15.0* 34 *											
TV HOUSEHOLDS USING TV		WK. 1	47.5	48.4	48.1	48.5	48.9	49.5	50.4	51.9	52.8	53.8	54.0	55.4	58.9	60.6	62.5	63.8
(See Def. 1)		WK. 2	43.9	44.5	45.2	45.3	44.5	45.1	46.2	48.5	49.9	50.3	52.4	54.8	56.7	58.7	61.3	62.4

U.S. TV Households: 83,300,000  
(1) NFL FTBL POST 2-NBC(B), NBC, (6:50-7:03PM)

For explanation of symbols, See page A.

DAY SUN. DEC. 5, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.13AM	→GRID	32,820	39.4	16,080	19.3	32			31,490	37.8	15,410	18.5	30		
	2	9.00-12.12AM	→GRID						17.5							19.0	
			11.00						17.1						18.4*	32*	17.8
			11.15						17.6						17.7*	38*	18.5
			11.30						17.5								17.0
			11.45						16.4								15.8
		12.00															
NBC LITTLE HOUSE NW BEGINNING	1	8.26- 9.26PM	→GRID	20,330	24.4	13,990	16.8	24									
		9.15					19.2*	27*	18.9								
NBC NBC MONDAY NIGHT MOVIES	1	9.26-11.26PM	→GRID	22,820	27.4	15,160	18.2	29									
		11.00							18.6								
		11.15					17.9*	33*	17.0								
NBC NBC NEWS CAPSULE-2-MON(SUS)	2	9.57- 9.58PM	9.45														
EVENING TUESDAY																	
NBC NBC NEWS CAPSULE-2-TUE(SUS)	1	9.58- 9.59PM	9.45														
EVENING WEDNESDAY																	
NBC NBC NEWS CAPSULE-2-WED(SUS)	2	9.58- 9.59PM	9.45														
EVENING THURSDAY																	
ABC ABC NFL FOOTBALL SPECIAL(S)	2	9.00-12.22AM	→GRID								29,490	35.4	13,660	16.4	29		
			11.00													14.8	
			11.15												15.4*	28*	15.9
			11.30												16.0*	35*	16.1
			11.45												15.7*	39*	16.0
			12.00														16.4
		12.15														14.2	
NBC NBC NEWS CAPSULE-2-THU(SUS)	1	9.58- 9.59PM	9.45														
EVENING FRIDAY																	
NBC NBC NEWS CAPSULE-2-FRI(SUS)	2	9.58- 9.59PM	9.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	14,410	17.3	14,410	17.3	28	17.3								
	2	8.57- 8.59PM	8.45							13,490	16.2	11,830	14.2	23	14.2		
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	15,910	19.1	15,910	19.1	31	19.1	14,160	17.0	14,160	17.0	27	17.0		
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	10,910	13.1	10,910	13.1	21	13.1	13,160	15.8	13,160	15.8	25	15.8		
NBC NBC NEWS CAPSULE-SAT		8.58- 8.59PM	8.45	11,660	14.0	11,660	14.0	22	14.0	8,830	10.6	8,830	10.6	17	10.6		
NBC NBC NEWS CAPSULE-2-SAT(SUS)	1	9.58- 9.59PM	9.45														
NBC NBC NEWS CAPSULE-2-SAT.	2	9.58- 9.59PM	9.45							10,000	12.0	10,000	12.0	19	12.0		
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.30- 8.31PM	8.30	13,830	16.6	13,830	16.6	24	16.6								
	2	8.33- 8.34PM	8.30							11,500	13.8	11,500	13.8	20	13.8		
ABC ABC NEWSBRIEF-SUN.	2	9.56- 9.57PM	9.45							14,490	17.4	14,490	17.4	25	17.4		
CONT'D																	

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U.S. TV HOUSEHOLDS: 83,300,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

\*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOUR)

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING SUNDAY-CONT'D																	
ABC ABC NEWSBRIEF-SUN.-CONT'D	1	10.00-10.01PM	10.00	14,330	17.2	14,330	17.2	27	17.2		26,910	32.3	14,080	16.9	33	17.7	
CBS CBS NFL FTBL GM 2	2	4.00- 7.14PM	→GRID 7.00								29,740	35.7	20,240	24.3	37	27.0	
CBS 60 MINUTES	2	7.14- 8.14PM	→GRID 8.00								28,570	34.3	21,570	25.9	38	29.4	
CBS ALL-STAR PARTY/C. BURNETT(S)	2	8.14- 9.14PM	→GRID 9.00								31,150	37.4	20,240	24.3	37	21.8	
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	15,740	18.9	15,740	18.9	28	18.9		21,320	25.6	21,320	25.6	37	25.6	
CBS CIRCUS OF THE STARS(S)	2	9.14-11.14PM	→GRID 11.00								9,330	11.2	9,330	11.2	16	11.2	
CBS NEWSBREAK-SUN.	2	9.13- 9.14PM	9.00														
NBC NFL FTBL POST 2-NBC(B)	1	6.50- 7.03PM	→GRID 7.00	4,250	5.1	4,080	4.9	8	4.8								
NBC NBC NEWS CAPSULE-SUN		8.58- 8.59PM	8.45	11,080	13.3	11,080	13.3	20	13.3								
NBC NBC NEWS CAPSULE-2-SUN(SUS)	2	9.53- 9.54PM	9.45														
NBC NBC NEWS CAPSULE-2-SUN.	1	9.59-10.00PM	9.45	15,330	18.4	15,330	18.4	27	18.4								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	>	8.45 9.45		14,160	17.0	14,160	17.0	27	16.2 17.1	M-F TU-TH	12,910	15.5	11,500	13.8	21	13.8 16.1	M-F TUWF
ABC ABC NEWS:NIGHTLINE-T-F	>	11.30 11.45 12.00		6,500	7.8	5,250	6.3	18	7.2 5.6 5.6	TU-F TU-F FRI.	7,160	8.6	5,580	6.7	19	7.7 5.6	TUWF TUWF
ABC ABC NEWS:NIGHTLINE-TUE(B)	2	12.00-12.11AM	12.00								3,500	4.2	3,500	4.2	16	4.2	TUE.
ABC LAST WORD	>	12.00 12.15 12.30 12.45 1.00		4,000	4.8	2,580	3.1 3.6* 2.9 2.5 2.4	12 12* 12* 12* TU & F	3.9 3.3 2.9 2.5 2.4	TU-F TU-F TU-F TU-F TU & F	3,830	4.6	2,500	3.0 3.6* 2.7* 2.4 2.1	12 12* 13*	3.7 3.1 2.8 2.4 2.1	TUWF TUWF TUWF TUWF TUE.
ABC ABC NEWS:NIGHTLINE-MON	1	12.44- 1.14AM	12.30	3,330	4.0	2,750	3.3	17	4.1	MON.	3,420	4.1	2,920	3.5	17	4.4 3.7 3.0	MON. MON. MON.
ABC ABC NEWS:NIGHTLINE-THU(B)	2	12.51- 1.21AM	12.45 1.00 1.15						3.5 3.0	MON. MON.	4,170	5.0	3,330	4.0	21	4.6 4.0 3.1	THU. THU. THU.
CBS NEWSBREAK-M-F	>	8.45 9.15		11,580	13.9	11,660	14.0	23	13.1 15.1	M-F THU.	13,740	16.5	13,410	16.1	24	16.0	M-F
CBS LATE MOVIE I	>	11.30 11.45 12.00 12.15 12.30		8,330	10.0	5,410	6.5 6.8* 6.7 6.5* 6.4 6.1	21 19* 19* 22* 22* 22*	6.9 6.7 6.7 6.4 6.1	M-F M-F M-F M-F M-F	7,830	9.4	5,080	6.1 6.5* 6.1 6.0* 6.0* 5.4	20 18* 18* 21* 21* 21*	6.8 6.3 6.1 5.9 5.4	M-F M-F M-F M-F M-F
A-41 U.S. TV HOUSEHOLDS: 83,300,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOUR)																	



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D			12.30	4,910	5.9	3,750	4.5	24	5.1	M-F	4,500	5.4	3,500	4.2	24	4.6	M-F		
CBS LATE MOVIE II		>	12.45				5.4*	25*	4.9	M-F						4.4	M-F		
			1.00						4.5	M-F						4.3	M-F		
			1.15				4.3*	25*	4.2	M-F				4.1*	26*	4.1	M-F		
			1.30						3.3	TU&TH						3.8	MTUTH		
CBS CBS NEWS N&GHTWATCH-1	1	2.00- 2.30AM	2.00	1,500	1.8	1,330	1.6	17	1.7	M-THSU									
			2.15						1.4	M-THSU									
CBS CBS NEWS NIGHTWATCH-1	2	2.00- 2.30AM	2.00								1,580	1.9	1,330	1.6	19	1.8	M-THSU		
			2.15													1.5	M-THSU		
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	-GRID	2,170	2.6	920	1.1	25		M-THSU	2,170	2.6	830	1.0	24		M-THSU		
			2.30						1.4	M-THSU						1.5	M-THSU		
			2.45				1.4*	20*	1.4	M-THSU						1.2	M-THSU		
			3.00						1.5	M-THSU						1.2	M-THSU		
			3.15				1.4*	25*	1.3	M-THSU						1.0	M-THSU		
			3.30						1.1	M-THSU						.9	M-THSU		
			3.45				1.1*	24*	1.1	M-THSU						.9	M-THSU		
			4.00						1.1	M-THSU						.9	M-THSU		
			4.15				1.1*	29*	1.0	M-THSU						.9	M-THSU		
			4.30						1.0	M-THSU						.9	M-THSU		
			4.45				1.0*	29*	1.0	M-THSU						.9	M-THSU		
			5.30						1.0	M-THSU						.9	M-THSU		
NBC NBC NEWS CAPSULE-M-F		>	5.45				1.0*	29*	1.0	M-THSU						.9	M-THSU		
			8.45	10,080	12.1	10,080	12.1	19	11.4	M-F	10,330	12.4	10,330	12.4	18	12.4	M-F		
			9.15						15.3	MON.									
NBC NBC NEWS CAPSULE-2-M-F		>	9.45	11,750	14.1	11,750	14.1	22	12.7	MWF	8,580	10.3	8,580	10.3	16	10.3	TU&TH		
			10.00						16.9	MON.									
NBC TONIGHT SHOW		>	11.30	8,910	10.7	5,330	6.4	20	8.3	M-F	8,660	10.4	5,330	6.4	20	7.5	M-F		
			11.45				8.0*	22*	7.3	M-F						6.5	M-F		
			12.00						6.5	M-F						6.2	M-F		
			12.15				5.9*	20*	5.3	M-F						5.7*	20*		
			12.30						2.7	MON.						5.3	M-F		
			12.45				2.6*	12*	2.4	MON.									
NBC DAVID LETTERMAN I		>	12.30	3,170	3.8	2,580	3.1	15	3.8	M-TH	2,750	3.3	2,250	2.7	14	2.9	M-TH		
			12.45						3.0	M-TH						2.4	M-TH		
			1.00						2.1	MON.									
			1.15						1.6	MON.									
NBC DAVID LETTERMAN SPECIAL(S)	2	12.30- 1.55AM	12.30								4,910	5.9	2,750	3.3	15	4.1	FRI.		
			12.45													3.9	FRI.		
			1.00													3.9	FRI.		
			1.15													3.5*	16*		
			1.30													3.1	FRI.		
			1.45													2.3	FRI.		
																1.9	FRI.		
NBC SCTV NETWORK	1	12.30- 2.00AM	12.30	5,160	6.2	2,080	2.5	12	3.5	FRI.									
			12.45				3.2*	13*	2.9	FRI.									
			1.00						2.4	FRI.									
			1.15				2.2*	11*	2.1	FRI.									
			1.30						1.8	FRI.									
			1.45				2.0*	12*	2.2	FRI.									

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
NBC DAVID LETTERMAN II		>	1.00	2,500	3.0	2,000	2.4	15	2.9	M-TH		2,170	2.6	1,750	2.1	14	2.2	M-TH	
			1.15						2.2	M-TH							2.1	M-TH	
			1.30						1.5	MON.									
			1.45						1.3	MON.									
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	1,670	2.0	1,170	1.4	12	1.7	M-F		1,500	1.8	1,170	1.4	13	1.5	M-F	
			1.45					1.6*	12*	M-TH						1.5*	13*	1.4	M-TH
			2.00					1.2*	11*	MTUWF						1.5*	12*	1.4	M-F
			2.15						1.2	MTUWF								1.5	M-F
			2.30						1.2	M & F								1.3	FRI.
			2.45															1.5	FRI.
		VARIOUS TIMES	(SUS)																
DAY MONDAY-FRIDAY																			
ABC ABC NEWS THIS MORNING-615(SUS)		6.15- 6.30AM	6.15							M-F									M-F
ABC ABC NEWS THIS MORNING-645		6.45- 7.00AM	6.45	1,330	1.6	1,170	1.4	16	1.4	M-F		1,420	1.7	1,250	1.5	14	1.5	M-F	
ABC ABC SPECIAL REPORT-1130A(SUS)	2	11.30-11.51AM	11.30																WED.
ABC NCAA FOOTBALL SPECIAL(S)	1	12.00- 3.30PM	12.00	22,160	26.6	10,080	12.1	34	7.9	FRI.									
			12.15					8.4*	26*	FRI.									
			12.30					10.9*	34*	FRI.									
			12.45						11.5	FRI.									
			1.00						12.7	FRI.									
			1.15					13.1*	37*	FRI.									
			1.30						12.9	FRI.									
			1.45					12.9*	36*	FRI.									
			2.00						13.4	FRI.									
			2.15					13.4*	36*	FRI.									
			2.30						13.5	FRI.									
			2.45					13.6*	36*	FRI.									
			3.00						14.1	FRI.									
			3.15					12.2*	32*	FRI.									
ABC ABC DAYTIME NEWSBRIEF-M-F		>	1.45	6,660	8.0	6,500	7.8	23	8.0	M-F		7,250	8.7	6,910	8.3	28	8.3	M-F	
			4.15						6.9	FRI.									
ABC GENERAL HOSPITAL	1	>	GRID	9,330	11.2	7,080	8.5	26		M-F									
			3.15					8.4*	28*	M-TH									
			3.30						8.9	M-F									
			3.45					8.8*	26*	M-F									
			4.00						8.9	M-F									
			4.15					7.5*	19*	FRI.									
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30						7.4	FRI.		9,580	11.5	6,330	7.6	19	6.9	WED.	
			4.45													6.8*	18*	6.7	WED.
			5.00															8.1	WED.
			5.15													8.3*	20*	8.5	WED.
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,170	1.4	920	1.1	14	1.0	M-F		1,420	1.7	1,170	1.4	14	1.3	M-F	
			6.45						1.2	M-F							1.5	M-F	
CBS THANKSGIVING DAY PARADE(S)	1	9.00-12.00NN	9.00	19,990	24.0	7,830	9.4	24	6.6	THU.									
			9.15					6.8*	21*	THU.									
			9.30						7.3	THU.									
CONT'D																			

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
CBS THANKSGIVING DAY PARADE(S)-CONT'D			9.45					7.6*	21*	7.9	THU.								
			10.00							9.8	THU.								
			10.15					9.9*	25*	10.0	THU.								
			10.30							10.0	THU.								
			10.45					10.2*	25*	10.4	THU.								
			11.00							11.1	THU.								
			11.15					11.2*	26*	11.4	THU.								
			11.30							10.8	THU.								
			11.45					10.8*	26*	10.8	THU.								
CBS FAMOUS CLASSIC TALES-FRI(S)	1	10.00-11.00AM	10.00	6,330	7.6	4,080	4.9	18	3.8	FRI.									
			10.15					3.9*	14*	4.1	FRI.								
			10.30							5.5	FRI.								
			10.45					5.9*	20*	6.2	FRI.								
CBS AFTERNOON PLAYHOUSE-TUE(S)	1	11.00-12.00NN	11.00	9,830	11.8	6,750	8.1	26	7.7	FRI.									
			11.15					7.6*	26*	7.4	FRI.								
			11.30							8.0	FRI.								
			11.45					8.5*	27*	9.0	FRI.								
CBS CBS NEWS SPECIAL RPT.(SUS)	2	11.30-11.46AM	11.30																WED.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	7,160	8.6	6,830	8.2	34	8.2	M-W		6,410	7.7	6,080	7.3	32	7.3	M-F	
CBS CBS NFL FTBL PRE-THU(S)	1	12.00-12.30PM	12.00	13,660	16.4	10,750	12.9	32	12.4	THU.									
			12.15						13.4	THU.									
CBS CBS NFL FTBL GAME-THU(S)	1	12.30- 3.36PM	12.30	28,820	34.6	16,830	20.2	53	16.8	THU.									
			12.45					17.8*	46*	18.9	THU.								
			1.00						19.3	THU.									
			1.15					19.4*	50*	19.4	THU.								
			1.30						20.6	THU.									
			1.45					20.8*	54*	21.0	THU.								
			2.00						19.8	THU.									
			2.15					19.9*	54*	20.1	THU.								
			2.30						20.9	THU.									
			2.45					21.1*	57*	21.2	THU.								
			3.00						21.6	THU.									
			3.15					21.7*	58*	21.8	THU.								
			3.30						22.1	THU.									
CBS RASCALS AND ROBBERS(S)	1	12.30- 2.30PM	12.30	10,580	12.7	4,910	5.9	16	6.0	FRI.									
			12.45					5.8*	18*	5.6	FRI.								
			1.00						5.3	FRI.									
			1.15					5.4*	15*	5.4	FRI.								
			1.30						6.0	FRI.									
			1.45					6.3*	17*	6.5	FRI.								
			2.00						6.4	FRI.									
			2.15					6.3*	16*	6.1	FRI.								
CBS NCAA FOOTBALL PRE-CBS FRI(S)	1	2.30- 2.42PM	2.30	4,830	5.8	5,080	6.1	16	6.1	FRI.									
CBS NCAA FOOTBALL-CBS-FRI(S)	1	2.42- 6.11PM	2.30	23,320	28.0	10,830	13.0	31	5.5	FRI.									
			2.45						6.0	FRI.									
			3.00						6.2	FRI.									
CONT'D																			

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
CBS NCAA FOOTBALL-CBS-FRI(S)-CONT'D			3.15					7.8* 20*	9.4	FRI.							
			3.30						13.3	FRI.							
			3.45					13.5* 35*	13.8	FRI.							
			4.00						14.3	FRI.							
			4.15					14.1* 36*	13.9	FRI.							
			4.30						13.9	FRI.							
			4.45					14.4* 35*	14.9	FRI.							
			5.00						15.2	FRI.							
			5.15					14.9* 34*	14.6	FRI.							
			5.30						15.5	FRI.							
			5.45					15.9* 34*	16.3	FRI.							
			6.00						17.9	FRI.							
CBS CBS NFL FTBL POST-THU(S)	1	3.36- 4.00PM	3.30	12,740	15.3	11,330	13.6	37	15.1	THU.							
			3.45						12.7	THU.							
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,500	6.6	5,250	6.3	20	6.3	M-W	5,750	6.9	5,330	6.4	20	6.4	M-F
CBS FAMOUS CLASSIC TALES-THU(S)	1	4.00- 5.00PM	4.00	3,670	4.4	2,330	2.8	8	3.3	THU.							
			4.15					2.9* 8*	2.6	THU.							
			4.30						2.7	THU.							
			4.45					2.7* 8*	2.8	THU.							
CBS CBS LIBRARY(S)	1	5.00- 6.00PM	5.00	2,920	3.5	1,750	2.1	6	2.0	THU.							
			5.15					2.0* 5*	2.0	THU.							
			5.30						2.2	THU.							
			5.45					2.1* 5*	2.1	THU.							
NBC EARLY TODAY M-F		6.30- 6.55AM	6.30	1,080	1.3	920	1.1	14	1.0	M-F	1,330	1.6	920	1.1	11	.9	M-F
			6.45						1.2	M-F						1.4	M-F
NBC MACYS THANKSGIVING PARADE(S)	1	9.00-12.00NN	9.00	27,910	33.5	13,580	16.3	40	9.2	THU.							
			9.15					10.6* 33*	11.9	THU.							
			9.30						13.7	THU.							
			9.45					14.3* 39*	14.9	THU.							
			10.00						16.9	THU.							
			10.15					17.3* 43*	17.6	THU.							
			10.30						18.7	THU.							
			10.45					18.8* 44*	18.9	THU.							
			11.00						19.2	THU.							
			11.15					18.9* 42*	18.6	THU.							
			11.30						18.3	THU.							
			11.45					18.1* 40*	18.0	THU.							
NBC NBC SPECIAL REPORT(SUS)	2	11.30-11.48AM	11.30														
NBC DOCTORS-THU(B)	1	12.00-12.30PM	12.00	3,080	3.7	2,080	2.5	6	3.2	THU.							
			12.15						1.9	THU.							
NBC DAYS OF OUR LIVES-THU(B)	1	1.00- 2.00PM	1.00	3,920	4.7	2,670	3.2	8	3.3	THU.							
			1.15					3.3* 8*	3.2	THU.							
			1.30						3.2	THU.							
			1.45					3.1* 8*	3.0	THU.							
NBC ANOTHER WORLD-THU(B)	1	2.00- 3.00PM	2.00	3,080	3.7	2,330	2.8	8	2.8	THU.							
			2.15					2.9* 8*	2.9	THU.							
			2.30						2.6	THU.							
CONT'D																	



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
NBC ANOTHER WORLD-THU(B)-CONT'D			2.45					2.7*	8*	2.7	THU.								
NBC NFL '82 NBC-THU(S)	1	3.30- 4.00PM	3.30 3.45	8,250	9.9	5,410	6.5	18	4.7	8.2	THU.								
NBC NFL FTBL GAME-NBC-THU(S)	1	4.00- 7.18PM	4.00 4.15 4.30 4.45 5.00 5.15 5.30 5.45 6.00 6.15 6.30 6.45 7.00 7.15	27,570	33.1	15,410	18.5	47	15.6	17.8	THU.								
								16.7*	46*	17.8	THU.								
								19.4*	53*	19.3	THU.								
								19.5	THU.	19.5	THU.								
								20.2*	55*	20.1	THU.								
									20.2	THU.	20.2	THU.							
									19.4	THU.	19.4	THU.							
									19.7*	51*	20.1	THU.							
									19.2	THU.	19.2	THU.							
									18.6*	44*	18.0	THU.							
									17.8	THU.	17.8	THU.							
									17.3*	40*	16.8	THU.							
									17.3	THU.	17.3	THU.							
									15.9	THU.	15.9	THU.							
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.25AM		8.25- 8.29AM	8.15	2,670	3.2	2,250	2.7	21	2.7			3,420	4.1	3,000	3.6	26	3.6		
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	4,170	5.0	3,830	4.6	15	4.6			4,410	5.3	4,080	4.9	19	4.9		
ABC SCHOOLHOUSE ROCK-11.54AM		11.54-11.59AM	11.45	5,750	6.9	4,500	5.4	16	5.4			5,580	6.7	4,830	5.8	21	5.8		
ABC NCAA FOOTBALL-PRE	1	12.00-12.23PM	→GRID 12.15	7,160	8.6	6,000	7.2	22											
ABC NCAA FOOTBALL-POST	1	3.44- 3.50PM	3.30 3.45	10,410	12.5	8,580	10.3	27	7.8 11.5 10.1										
ABC NCAA FOOTBALL GAME	2	3.45- 6.48PM	→GRID 6.45									20,740	24.9	8,830	10.6	25		9.0	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,750	2.1	1,420	1.7	13	1.7			1,080	1.3	1,000	1.2	9	1.2		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,500	3.0	2,330	2.8	15	2.8			2,580	3.1	2,170	2.6	14	2.6		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	3,000	3.6	2,580	3.1	13	3.1			2,170	2.6	1,920	2.3	11	2.3		
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,580	4.3	3,420	4.1	16	4.1			2,500	3.0	2,330	2.8	12	2.8		
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,080	6.1	4,830	5.8	20	5.8			4,580	5.5	4,170	5.0	20	5.0		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,580	6.7	5,330	6.4	21	6.4			4,410	5.3	4,170	5.0	19	5.0		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,000	6.0	4,410	5.3	17	5.3			3,080	3.7	2,830	3.4	13	3.4		
CBS IN THE NEWS-12.26PM	1	12.26-12.29PM	12.15	4,750	5.7	4,330	5.2	15	5.2										
CBS IN THE NEWS-12.56PM	1	12.56-12.59PM	12.45	4,000	4.8	3,670	4.4	12	4.4										
CBS CBS NCAA BASKETBALL-SAT	1	1.00- 3.13PM	→GRID 3.00	9,830	11.8	3,920	4.7	13											
CBS NCAA TODAY SPEC. EDITION(S)	1	3.13- 3.39PM	→GRID 3.30	4,000	4.8	3,330	4.0	10	5.5 3.9										
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	3,830	4.6	3,580	4.3	33	4.3			3,250	3.9	3,170	3.8	28	3.8		
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	5,500	6.6	5,410	6.5	35	6.5			4,250	5.1	4,080	4.9	26	4.9		
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	8,000	9.6	7,830	9.4	35	9.4			6,410	7.7	6,330	7.6	30	7.6		

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	7,580	9.1	7,250	8.7	29	8.7		5,500	6.6	5,330	6.4	25	6.4	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	6,830	8.2	6,410	7.7	24	7.7		6,000	7.2	5,750	6.9	25	6.9	
DAY SUNDAY																	
ABC BEST/KIDS-PEOPLE TOO I	1	9.30-10.05AM	+GRID	1,670	2.0	1,170	1.4	6			1,330	1.6	1,000	1.2	5	1.2	
	2	9.30-10.03AM	+GRID						2.0								
			10.00														
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	2,000	2.4	2,000	2.4	9	2.4		1,580	1.9	1,420	1.7	7	1.7	
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15														
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45														
CBS CBS NFL FTBL GM1	1	1.00- 4.06PM	+GRID	28,160	33.8	15,080	18.1	40			24,910	29.9	11,910	14.3	34	<<	
	2	1.00- 4.00PM	+GRID						12.5								
			4.00						2.1								
			4.15														
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.13PM	+GRID	18,410	22.1	8,250	9.9	23			24,160	29.0	11,750	14.1	33	10.6	
	2	1.00- 4.03PM	+GRID						11.5							2.4	
			4.00														
			4.15														
NBC NFL FOOTBALL GAME 2-NBC	1	4.00- 6.46PM	+GRID	26,490	31.8	14,490	17.4	33									

6.45  
7.00

18.5\* 31\* 17.5  
9.2



December 17, 1982

NIELSEN NATIONAL TV RATINGS  
1st NOVEMBER 1982 REPORT  
October 25-November 7, 1982

Share percentage for REPUBLICAN NAT'L  
COMMITTEE(S) was inadvertently omitted  
from the 1st November Report. The Share  
is 18%.

NTI/NAC

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# Correction Notice

A.C. Nielsen Company

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December 17, 1982

## NIELSEN NATIONAL TV RATINGS REPORT 2nd NOVEMBER 1982 REPORT November 8-21, 1982

The Household data for "CBS NEWS NIGHTWATCH-1" and "CBS NEWS NIGHTWATCH-2" were incorrectly LT'd in the PAE Alphabetic section (pg. 29) of the subject report. Also, Person's data for the same programs should have been LT'd on page 71 for 2:00-2:30AM and 2:30-3:00AM. Correct Household data are as follows:

### PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME						NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK 1	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	EST	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
Pg 29													
CBS NEWS NIGHTWATCH-1						82	81	75	73	A	1.2	15	100
1	M-WSU	2.00A	30	CBS	N					B	1.4	18	117
1	TU-THS	2.00A	30										
CBS NEWS NIGHTWATCH-2						111	111	90	90	A	1.0	23	83
1	M-WSU	2.30A	210	CBS	N					B	1.0	24	83
1	THU	2.36A	204										
2	M-THSU	2.30A	210										
		2.30-3.00								A	1.2	18	100
		3.00-3.30								A	1.1	21	92
		3.30-4.00								A	.9	21	75
		4.00-4.30								A	1.0	26	83
		4.30-5.00								A	.9	26	75
		5.00-5.30								A	.8	24	67
		5.30-6.00								A	.9	24	75

In addition, "REACH INTO SPACE-LAUNCH-5(S)" incorrectly appears in the prime time portion of the Program Audience Estimates (Alphabetic) section. This program should be in the Weekday Daytime of the same section. All data reported for this program are correct. PAE Time Period placement is correct.

NAC



Nielsen Television Index

# Correction Notice

## A.C. Nielsen Company

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December 17, 1982

### NIELSEN NATIONAL TV RATINGS 2nd OCTOBER 1982 REPORT October 11-24, 1982

Viewers per 1000 Viewing Households for "SPORTS SPECIALS-NBC(S)" were reported incorrectly for the Men Category for the 1:30-2:00PM time period in the above report. Below are the corrected data.

SPORTS SPECIAL-NBC(S)

<u>TOTAL</u>	<u>18- 34</u>	<u>18- 49</u>	<u>25- 54</u>	<u>35- 64</u>	<u>55+</u>
2005	1505	1705	1620	454 <sup>^</sup>	269 <sup>^</sup>

All other data are correct as reported.